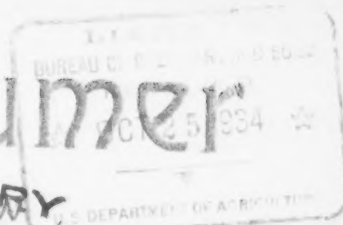


# The American Perfumer

and Essential Oil Review

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See also page 9

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Published Monthly by  
PERFUMER PUBLISHING CO.  
432 Fourth Ave., New York

Telephone  
BOgardus 4-4416  
Cables: AMPERFUMER  
Codes: ABC, 5th Edition

LOUIS SPENCER LEVY  
President and Treasurer

Washington Bureau:  
C. W. B. Hurd  
715 Albee Building

SUBSCRIPTION RATES  
The United States \$3.00 a Year  
Single Copies 30 Cents

All Foreign Countries and  
U. S. Possessions \$4.00 a Year  
Single Copies 40 Cents

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for

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The  
**American Perfumer**  
and Essential Oil Review

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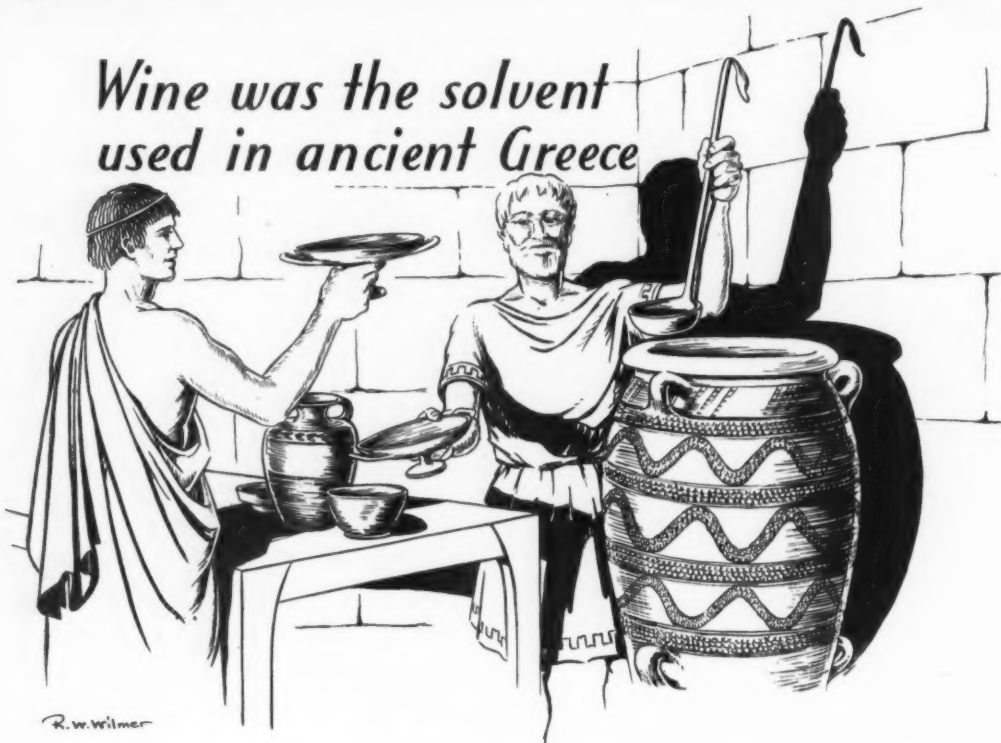
VOL. XXIX

No. 8

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## *Facts ... odd and interesting*

*Wine was the solvent  
used in ancient Greece*



**A**LCOHOL was unknown to the ancient Greeks, who used wine as their principal solvent. Fixed oils were also employed in the search for a perfect solvent.

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# The American Perfumer



and Essential Oil Review

OCTOBER, 1934

Established 1906

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Vol. XXIX, No. 8

## Reorganized NRA to Aid Business

*President Contemplates Co-Ordinating Body for  
Fair and Efficient Code Enforcement*

by C. W. B. HURD

WASHINGTON, Oct. 9.—The broad reorganization of the National Recovery Administration, begun with the displacement of General Hugh S. Johnson by an administrative board and a new policy committee, leaves still open two of the questions of high interest to industry.

These may be roughly summarized as follows:

1. *What policy and what medium will be used in code enforcement?*

2. *What will be permitted in the way of trade agreements especially in the realm of price fixing?*

It so happens that each of these questions is of special interest to manufacturers of cosmetics and allied products, the first because of the vital part heretofore played by the Federal Trade Commission in keeping that industry as free as possible of encroachment on it by makers of questionable preparations and the other because of the highly developed merchandising practices upon which depend much of the business of the cosmetician.

Neither question can be answered definitely as yet even by the officials holding the responsibility for solving these problems. However, it is felt by the writer that manufacturers and trade representatives may find helpful a clarification of the issues as they are explained in circles close to the White House.

The first question, as given here, revolves primarily around the contemplated enforcement of codes through a co-ordinating body instead of the proposed division formerly designated by President Roosevelt as the probable "judicial branch." This body was expected to hold within its authority, subject of course to appeal to the courts, all disputes over trade practices under industrial codes which do not specifically deal with labor problems, already handled by the National Industrial Labor Board.

Much—and the "much" embraces possibly 90 per cent—of the work now done by the Federal Trade Commission may also come within the jurisdiction of the

NRA. In the case of the toiletries industries, which are codified in their entirety, it is hard to picture any sort of trade practice case, from misleading advertising to flagrant misrepresentation, which apparently will not be a matter for study by this agency of the recovery administration.

The same is true of the flavoring extract, soap and proprietary industries, which together furnish a large portion of the routine business handled by the Federal Trade Commission.

There is no indication that the FTC will be absorbed by the NRA, but it is pictured in informed circles as quite probable that such a close working liaison will be established that the two will become virtually synonymous with new legislation enacted giving the hybrid agency authority even greater than that exercised by the FTC.

The manner in which that could be done is fairly obvious, for the following reason:

The FTC can operate now only within the limits of act done in inter-State commerce, each violation of the law being governed by that condition. On the other hand, regulations governing even small intra-State business could conceivably be set up on the ground that the small industry, being a member of a codified group acting under an inter-State code, was, as a part of the whole, amenable to the Code Authority.

Into a new enforcement auxiliary also would be brought at least a portion of the authority now exercised by the Department of Justice. Dr. Robert M. Hutchins, president of the University of Chicago, will probably be the head of this new co-ordinating body.

The second question provides a riddle which is among the first to be considered by the policy committee of the NRA, acting under the direction of Donald Richberg, and it must be solved sometime before the adjournment of the Congress that will meet in January.

The price-fixing problem is credited in its origin

primarily to General Johnson, who was represented as believing that this practice would be necessary in order to guarantee to industry returns with which industry could pay the minimum wage scales imposed in the codes. But as in many other things General Johnson was encouraged by his associates to take this stand. He was not by any means solely to blame for the impasse that arose almost immediately when the question was raised by such interrogators as Senator William E. Borah whether the anti-trust laws, forbidding price fixing, were not still in effect.

Every month of the history of the codes has been marked by efforts to solve this problem, and it really appears no nearer a solution now than when it was first raised.

Thus price fixing, or at least the establishment of minimum resale prices, which once was termed a key-stone of the recovery program embraced in the NRA, now is more and more a questionable factor.

An informed guess might be made that price fixing will be abandoned simply through neglect by the Administration to recommend further authorization for such a practice in the legislative program to be prepared for submission to Congress.

It is still possible, however, that some compromise may be effected, but the possibility is at best vague. Some informed observers would credit Mr. Richberg with the ingenuity of a Moses if he could devise a formula that could pass the inspection of the foes of "the trusts," just as numerous now in the halls of Congress as when the value of this political stand was discovered in the last century.

Indulgence in one more guess results in a speculation that the price-fixing dilemma will result in further liberalization of the Government-industrial program that will tend still further toward a return of business to business leadership with coincident lessening of the strictures placed on it in the past year.

## Details of Approved Budget for Toilet Preparations Code

WASHINGTON, Oct. 9.—The budgeted account by which the Code Authority of the Perfume, Cosmetic and Other Toilet Preparations Industry expects to expend \$100,000 in code enforcement work by June 30, 1935, became known here today.

The budget technically covers a period of fifteen months from last April 2 but it appears from the account rendered by the code authority and approved by the NRA on Sept. 21—but not heretofore made public—that the code authority expects to expend the \$100,000 actually in a period of less than nine months, except for such unknown expenses as already may have been incurred.

The total of the budget was established, as heretofore published, by an assessment of one-eighth of one per cent of the gross business done by the members of the industry. It was figured on the basis of a total gross of \$80,000,000.

Although the budget has been described on the basis of advance information as a large one, NRA authorities here say that it is a reasonable one, when compared, first, with the volume of business done by this industry and, second, by the amount of code enforcement work expected to be required.

The only comparable budget filed thus far is that of the packaged medicine industry, which calls for an annual expenditure of \$90,000. The fund of \$100,000 is to be raised by assessments against 1,355 industries, the number of houses participating in the 100 per cent codified perfumery and cosmetics industry.

The budget breaks roughly into four categories, as follows: Salaries, \$31,100; office expense, \$22,200; general expense, \$22,700, and other miscellaneous expenses, \$24,000.

The budget contains another division headed "Function Recapitulation of Foregoing Expenditures," not broken down into detail, which divides the proposed expenditures of \$100,000 as follows:

General administrative functions..... \$28,850  
Statistical functions ..... 13,850

Compliance functions..... \$49,300  
Correlation of activities related to Codes and

Industries ..... 8,000

The budget was submitted to the NRA on July 5, 1934, by Charles S. Welch, acting secretary of the Code Authority after having been unanimously approved by the code authority. It was approved substantially as submitted.

In the salary list provision was made for a chief executive officer who would be paid \$12,000 per year, an executive to be paid \$3,500 (this being cut from an original proposal of \$7,000), five clerical employees to be paid an aggregate of \$7,800 and three field investigators to receive a total of \$7,800.

Under office expense were listed the following items: rent, \$4,200; water and light, \$500; telephone and telegraph, \$4,000; office equipment, \$4,000; stationary and supplies, \$2,000; postage \$2,000; printing and mimeographing, \$2,500, and miscellaneous expense, \$3,000.

The general expenses anticipated were: travel expenses for members of the Code Authority, \$10,500; travel expenses of employees, \$6,300; accountants' fees, \$3,000; insurance, \$500, and "meetings, hearings, etc." \$2,400.

The other expenses that accounted for the balance of \$24,000 of the budget were listed as those of industrial relations and trade practice complaint units, \$3,000; expenses of committee members, not members of the Code Authority, \$5,000; reimbursement of expense incurred by local agencies and trade associations, \$5,000; inter-code relations activities, \$5,000, and legal fees, \$6,000.

Still another break-down of the budgeted estimates gives a total of \$49,300 for contemplated charges due to "compliance functions" as separated from other fixed charges. These are listed as follows:

Apportionment of salary of chief executive officer ..... \$3,000  
Salaries of office employees ..... 2,600  
Salaries of field investigators ..... 7,800

(Continued on Page 396)



## The Revolt of the Consumer

by LEROY FAIRMAN

A MODEST little department appearing regularly in this journal under the heading "Desiderata, by Maison G. de Navarre, Ph. C., B. S.," frequently contains food for thought for the advertiser and merchandising man, as well as information for the manufacturing end of the business.

For example, I find in the August issue this item: "Eye Cream. Eye creams are especially useful to prevent the formation of wrinkles around the eyes. However, in the Summertime, many people who spend long hours on the beach complain of itchy eyes. The skin immediately around the eyes is the site of the itch. This is due to the ultra-violet rays from the sun. To prevent this reaction, a specially blended ointment of equal parts of anhydrous lanolin and yellow vaseline is very useful. Spread a thin layer around the eyes, and complete protection is afforded. The preparation should be carefully perfumed."

Here is more useful information, in one short paragraph, than is usually to be found in a full page toiletry advertisement! Here are facts that the reader can comprehend, and in which he feels that he can put full faith and confidence.

But the writer of that paragraph was not concocting an advertisement. If he had been, would he have been equally frank and straightforward; equally simple and convincing? Or would he have fallen victim to the blight which seems to descend upon most copy-writers, and have gabbled abstractions and fantasies. If he had written about wrinkles around the eyes in an advertisement for *Harper's Bazaar*, could he have refrained from using such adjectives as "glamorous," "entrancing" and "flattering"? Could he have refrained from promising miracles of rejuvenation and chatter-

ing about "smoothing away the tell-tale marks of Time?" Perhaps he could; but somebody higher up would have seen to it that his sane and sensible copy never got into print.

Why should the advertisers of toilet articles, foods and medicinal preparations promise miracles? Why should they refuse to content themselves with reasonable, credible facts? Why are these three groups of products linked together on the black lists of better business organizations, associations of women's clubs, consumers' leagues and "tugwells" in general? Why is their advertising constantly singled out for suspicion, inquisition and censorship?

There is a reason; and if we examine into the reason we may be in better position to cope with the awkward situations in which the advertising of these three types of products continually finds itself.

All manufactured products are divisible into two classes. One of these classes consists of products which are applied directly upon or into the human body; the other class consists of products which are not.

Foods, medicinal preparations and toiletries in general belong in the first class. Therein lies the difficulty in describing accurately their functions and effects—and from this fact arises the temptation to exaggerate, to distort, to misrepresent.

A motor car may be described and pictured accurately and completely, and the advertiser of a car would be an ass if he claimed that it had 12 cylinders if it had but eight; or that it was a stream-line model with floating power and knee action when it possessed none of those features.

A suit of clothes speaks for itself. Its style can be seen and judged; its pattern and workmanship are obvious, and if its maker or retailer represents that it is

all wool when it is not, he knows that he will get into serious trouble.

With the exception of foods, medicines and cosmetics, all the scores and hundreds of articles which go into the home can be evaluated by the use of the buyer's senses, on the spot, and the manufacturer or dealer who misrepresents their nature or quality soon finds them back on his hands.

For these reasons, misrepresentation on the part of advertisers of products not intended for application directly upon or into the human body is negligible, and does not represent a serious problem to the consumer or to industry.

The advertiser of foods has no excuse, in my opinion, for exaggerated or misleading advertising. If his product is nutritious and palatable; if it satisfactorily meets a bodily need or appetite; is easy to serve and economical to use, such facts, and others akin to them, may be woven into advertising copy which will be appealing, convincing and profitable. To make, as so many food advertisers do, absurd or far-fetched medicinal, curative or corrective qualities for the product is always deceptive and generally fraudulent, and should be sternly repressed.

Medical advertising presents a different problem, as most medical preparations make no appeal to any of the senses, nor can their usefulness or efficiency be evaluated by the use of any or all of the senses. The results they give are infrequently immediate, often contradictory, and in many cases imaginary. Hence medical advertisers have always been subjected to the temptation to claim everything they could think of, and present their advertisements in the most exaggerated and sensational form which human ingenuity could devise. Frankly, I don't see how a considerable proportion of them can continue in business without these appeals to human ignorance and credulity. I know too well, from close personal experience, the lack of response to sensible and conservative medical advertising.

The problems and temptations of the medical advertiser do not at all apply to the advertiser of cosmetics; if he has made them his own—as so many have—it is his own fault. It is true that most cosmetics must be bought largely on faith, but their characteristics and qualities are observable by the senses, and their fitness to the needs of the buyer may be at least partly determined before purchase. In the case of rouge and lipstick, almost complete evaluation is possible by the use of the sense of sight before purchase, and complete evaluation almost immediately follows first use. This is the reason, by the way, why there is less balderdash and bunk in the advertising of rouge than in any other form of toiletry advertising.

### The Frantic Search for "Appeals"

There are many toilet articles, however, for which it is possible to make claims for miraculous beautification and rejuvenation. This has always been done to some extent; but, as in the case of foods and medicines, the business depression of the past four years, and the consequent slackening of normal demand, has caused many manufacturers to make a determined, an almost frantic, search for "appeals" which would win new users and check the downward plunge of the sales curve. These

sensational campaigns have in many cases had the desired effect, and brought in new business in large volume. The reason is not far to seek. The American market is numerically a tremendous one, and sensationalism always attracts attention. New buyers respond, and if the magical results claimed for the product are not fulfilled, few bother to complain.

The skin lotion may fail to transform the commonplace woman into an irresistible siren; but otherwise it's all right, and she doesn't go back to the drug store and complain. The shaving cream to which the young man switches doesn't melt to sweet submission the cold and callous damsel of his dreams, but it's a whale of a big tube for the money. The lad who is won to the use of an odoriferous soap isn't immediately called into the private office of his boss and told that his salary has been doubled; but the soap sure does take the dirt off.

Why, then, if sensationalism sells goods, and fantastic folderol brings in the coin, shouldn't the advertiser go on with his preposterous antics until the end of time?

For the good and sufficient reason that, like all artificial stimulants, larger and larger doses are needed to produce the effect desired, until in the end the user wrecks his health and his pocketbook. For the reason that it never has paid in the long run, and never can pay, to sell goods by deceptive representations. For the reason that, although few complaints may be made by consumers, one who buys a product through being misled by false pretenses is not a satisfied customer, meritorious though the product may be, and a new user so gained is easily lost.

The industry is just now drawing a few long breaths of relief. The late lamented Congress adjourned without passing any of the threatened legislation. Maybe the whole idea will die out, Mr. Tugwell being busy with other matters, and the entire administration likely to have several hornet's nests of its own to engage its attention and energies.

Maybe; and maybe NOT. But the real danger, gentlemen, is the *Revolt of the Consumer*, now under way, and gaining in strength every day.

Last winter, Miss Alice Edwards, Executive Secretary American Home Economics, appeared with several of her associates before the Senate Commerce Committee at the hearings on the Copeland bill, and "gave the unmistakable impression", according to press reports, "that they looked with suspicion upon all branded products." As a matter of fact, the context of Miss Edwards's remarks, she, and those for whom she spoke, had in mind those products which are intended for use upon or in the human body—drugs, foods, cosmetics. When carefully analyzed, it is seen that the *Revolt of the Consumer* is directed strictly toward such products, and none other.

Food, medicine and cosmetics advertising is now being ridiculed by cartoonists, paragraphers, "colyumists" and comedians. It is being openly flouted and scouted by women in all ranks of life. Especially are the "strips" depicting the love affairs and domestic episodes of youthful couples a subject of derision.

How long, think you, can such advertising stand up under this barrage of disbelief and mockery; and how long will it be before the whole industry staggers under a load of obloquy which will seriously impair the efficacy

(Continued on Page 396)



# "Calling the Turn" in Creams

by RUTH HOOPER LARISSON

WE aren't likely to do anything really new and startling in toilet goods—we never have. But we are most certainly progressing from phase to phase whether we realize it or not. Science, in uncovering buried treasure, has helped along considerably, but fundamentally the changes seem to be gradual rather than spectacular. Their roots lie in the ever changing tastes of the consumer; her needs which are largely dependent upon the times; her fashions, fads and habits. Often the new cream that makes its appearance with a lot of hullabaloo is really the same old actor in a new costume. Now he's a comedian and now he's playing a heavy tragic role. But underneath he is still John Jones.

But what about the customer? The public sets the pace, indicates the way it will take by symbols. The manufacturer must first interpret the symbols before he can follow the trail the public is taking. An important turn in the road has just been sighted by interpreting symbols and it seems to me it's time to take account of it and penetrate the psychology behind it in order to turn harmoniously into it.

The general tendency today in toilet goods is to have fewer and fewer products in a line. It points to the dawning of the era of the new all-purpose product. This trend is closely associated with feminine psychology. Study the average woman's course as she buys toilet goods from year to year shifting from one product to another from one system of face care to another. Multiply this by the majority and you have something tangible to build on toward the future. It seems her psychology in buying toilet goods begins with a cold cream-vanishing cream line which picks up the youngsters when they first become skin conscious and also picks up the older women when they too first want to care for their skins.

It all started back in the hazy past as simple as this. Those were the days when cold cream-vanishing cream flourished without competition. At that time there were so few "treatment lines," as we have come to call them, that you could count them on one hand. For at that time the treatment line was in its very exclusive infancy and only purveyed to the wealthy. But today you can buy it piece meal at the chain store counter.

With the growing popularity of the treatment line women still in the majority of cases broke into toilet goods with cold cream and were later traded up to the treatment line. "Trading them up" so to speak has been accomplished by sales pressure, advertising, beauty counsel from the magazines, etc. They were actually sold the idea that cold cream and vanishing cream weren't enough (which in many cases was true enough). Once they are convinced that much more is necessary for the proper care of the skin it seems swell



to brush two insignificant jars from the dressing table and lay out a sumptuous array of six, eight or ten jars and bottles, one for each highly specialized quirk that a woman's face is heir to.

New converts are still falling for it and will continue to do so I believe for some time to come. And for a while they spend considerable time using the great array of beautifiers. Either the novelty wears off, or they grow actually tired of the daily long routine, or more important concerns take up the time, or, especially today, the cost becomes a problem; and then those women, who so enthusiastically began the long trek across the product laden dressing table, stop and ask, "Is this necessary?" Remember I am speaking of the majority of women who have been sold on the idea of the long line of treatment products. Then, since they have grown skeptical, they settle down to a routine of one or two possibly three products for daily use (and far too often skipping even the barest daily routine), and using the others only very occasionally.

Now when this stage of the game arrives it's time for the wise manufacture to think a step faster than his customer. Although thousands are still loyal to the long list of products in a line, and while the newcomers in the use of beautifiers are splitting their interests between treatment lines and good old cold cream lines, and while some of the treatment line converts are lapsing back into the cold cream ritual, still there is a tendency today for a restless group of customers to be on the lookout for the next step in the initiation of beauty. I am inclined to believe that next step is unquestionably the all-in-one product for daily use.

We already have a very few products on the market aimed at this trend, logically thought out by the manufacturer and perfectly in keeping with the lines which stand behind them. So many women have tired of the long line of treatment products, many whose pocketbooks have shrunk are demanding as much and as efficient products for less money—How to give it to them? In concentrated form, seems to be the answer; the single, all purpose, daily use product. They don't have to be told there is the advantage of time saving in using the single product, they know it. Moreover, there is the selling advantage of low sales resistance to a single price as compared with high sales resistance to the several products.

Curiously enough, the all-purpose product has tremendous advantages both for the retailer and the manufacturer. Let the manufacturer who contemplates





offering it study his line thoroughly first (or have some expert study it for him) and plan his new product with all the care, information, and investigation that he would devote to an entire new line—for that is just how important the all-purpose product is! This *new* all-purpose product differs widely from some which have been on the market under that name for several years. You can call anything an all-purpose product if you want to, but you haven't changed the formula by calling it that.

Cold cream tricked out ever so cleverly is *not* an all-purpose cream. The process of combining the proper ingredients for cold cream and a nourishing cream makes one neutralize the other and therefore entirely new processes of combining these different ingredients must be arrived at to achieve the true all-purpose cream. And by "all-purpose" I emphatically do *not* mean a product that includes correctives for negative skin conditions. I mean a product for the general, daily care of the skin to be supplemented by corrective treatment when needed. So if you are interested in this actually new type of cream set your laboratory to work and don't accept anything from it until it can assure you it has finally achieved the real product, for it is very difficult to make.

Here are the basic requirements for an all-in-one product. Cleansing is primary. It must be a very efficient cleanser and it must not necessitate the use of a skin tonic to finish the cleansing job. It must lubricate. That is of secondary importance when it is re-applied after cleansing. And its third essential job is its use as a powder base for at least most types of skin. These are the bare truths about the *real* all-purpose cream and no matter what elaborate or romantic copy

slant you may inject into its advertising, stick to these in good measure for results!

It should be a cream either in semi-liquid or soft-solid form. Not heavy and never stiff. It must not dry the skin. By that I mean even the most delicate skin. That has been the "Waterloo" of too many products already. It must not seem "greasy" in applying although its oils must be wholly apparent. It must wipe off easily and must actually remove dirt, make-up, etc. In other words it must first of all do a perfectly efficient job of cleansing without leaving the most sensitive skin any the worse for it. There must be a sufficient amount of a good skin lubricant in it so that when as I

have said before, it is re-applied after cleansing it will serve the lubricating purpose. Slight tonic effect is in harmony with its use. Too much tonic effect is contrary.

Those, in brief, are the basic requirements of the all-purpose product. Now comes the fun. Advertising, sales promotion, publicity and over the counter selling will concentrate *on this one product*. It is for daily use on all types of skin. You can sell it, therefore, to every customer. As a matter of fact you won't have to work nearly as hard as you might suppose for women are actually clamoring for a single, all-purpose product today. All you have to do is make the product true to its uses, and then tell the truth about it. And incidentally, I might say that there's not one toilet goods manufacturer who couldn't polish off some of the exaggerations in his advertising to his advantage. All you will have to do is convince the consumer that your product is truly such a product and if you happen to have a well known line in which the public already has great confidence your lot will be so much the easier. If you launch such a product without a pedigree or past acceptance for your line, you can expect to work harder in the beginning.

Nothing must be said about the all-purpose product at the start which will have to be unsaid later on. Plan your publicity psychology from the beginning and keep it logical—women have a way of using logic themselves at the most inconvenient times, as you may have noticed! Without repudiating in the least the story of the all-in-one product you will begin to suggest to customers that if they have certain skin conditions that call for corrective treatment you can offer them corrective preparations for that purpose. Muscle

oils, astringents (although too many gallons of astringent have already been used on the American woman's face) tissue creams—and any of the other dozen odd creams that weigh down the average line. They are easier to sell now in the wake of the all-in-one cream and no longer on the basis that every skin should use half a dozen products daily which the average woman justifiably resents.

In other words, a young healthy skin, I believe, can get along nicely on a single cream of the type I have described above. But if the skin is either unduly dry or oily, old, wrinkled, lined, sluggish, pimply, etc., etc., then the single product is not sufficient. The corrective products are indicated. Think and talk of them as correctives. Think and talk of the all-purpose cream as the daily use product. Then the correctives become a reasonable amplification of the daily routine in those cases where they are definitely indicated. This approach to the subject is acceptable to the consumer.

### Economy Through Concentration

Naturally the more products we can sell each customer the more satisfied we are from a dollars and cents standpoint, but cutting down lines and concentrating on the single product does, I believe, help tremendously toward easier selling and the policy fits in ideally with consumer trends in buying. Incidentally it sweetens the retail situation considerably as every manufacturer knows. And because of the wider appeal of the single product the volume of business can easily outstrip the former volume.

Trying to sell everything else along with the single product would defeat its own interests. If the customer's skin needs nothing else she could, theoretically, be satisfied indefinitely. If her skin is not sufficiently cared for by that product she is a "hot" prospect for whatever other product or products are indicated and she will be receptive to such items in order to amplify the effects. The truth of the matter is that perfect cleansing is more than seventy per cent of skin care.

There is another job the all-purpose product can do simply and efficiently for the manufacturer. And that is to introduce other universally needed products such as face powder, powder base, etc., etc. They can be offered in sample form for getting the consumer acquainted with them and in full sizes on special price deals. In this way the all-purpose product not only is self sustaining but becomes the dynamo that sets the rest of the line into activity.

From the retailer's point of view this is sound merchandising. From the advertising point of view it offers untold possibilities. Its consumer appeal is tremendous. It instantly breaks down the usual sales resistance experienced when the sales girl says "unless you use all these together, madam, you won't get the best results." Its very reasonableness assures her. The sustaining products in the line follow more easily in repeat sales—and—well—everybody ought to be better off for it!

There is still the packaging angle to be considered. The single all-purpose product needs better-than-ordinary packaging. It must look business like and efficient but it can also be a bit more dramatic than an entire

group of products. It should be in a fairly large sized jar, three or four ounces in capacity and of course it may be offered in more than one size. If, however, it is a tricky product it may dictate its own quantity by the method of its use. The color scheme need not follow the line but must harmonize with it. The price must be comparable to the pricing of the other products in the line and geared to the consumer group to which the line has set out to appeal.

This product would be ideal in a plastic container, handsome but simple in line, color and decoration, with re-use fillers available either in the "lily cup" type of container or some other ingenious carrier, naturally sealed and publicized as *sealed when purchased*.

For the manufacturer who wants to introduce such a product but who has not an already-accepted line on the market, most of what has been said still applies. In addition is the homely advice to work even harder in presenting it, advertising it, publicizing it (I purposely disassociate publicity from advertising as I consider it a still almost uncharted field for the toilet goods manufacturer).

The manufacturer of such a cream and without a sustaining line need follow it with only a very few products, and in this respect he should be able to make an excellent impression on the retailer. While his progress in the beginning may be slower, his chances for lasting success are just as good as if it were launched as the postscript to a long line.

Again let me say that plenty of isolated creams have come on the market. Also plenty of labeled all-purpose creams but few of them so far have been adequate in living up to their claims and their lack of success is largely their own fault. In addition I will also say that such a product, entering the market before its time, can easily go down to speedy defeat, for to do a thing in merchandising too soon is almost as bad as to do it too late! It's a case, also, of the survival of the fittest in this as in all products. But now is the time for them and you can look for the entry of plenty of single all-purpose products in the days to come. Watch and see how many will make the grade.

### The Products Illustrated

I have selected only two such products for the accompanying illustration. One comes on the market in the wake of an already popular hand cream. It is called "Thinc Facial Cleanser Tonique" and there is also an amusing applicator gadget for applying it. The gadget is a good idea but I am illustrating only the jar which is so well packaged in opal glass with blue closure and blue label, simple, clean cut and "business-like looking." It is not backed up with a long line of products but is itself excellent. It deserves success.

The other product comes with a long pedigree of successes behind it—"Delv" by Primrose House—beautifully packaged in opal glass with a gold and black label and black metal closure. It is making big time history, selling itself with ease and selling other products in the line as well and introducing products that are related to it. Its presentation has been significant and faultless.

And now I am wondering what the next phase will be in toilet goods when they have outgrown the all-purpose product? And will it arrive in 1940 or 1950?



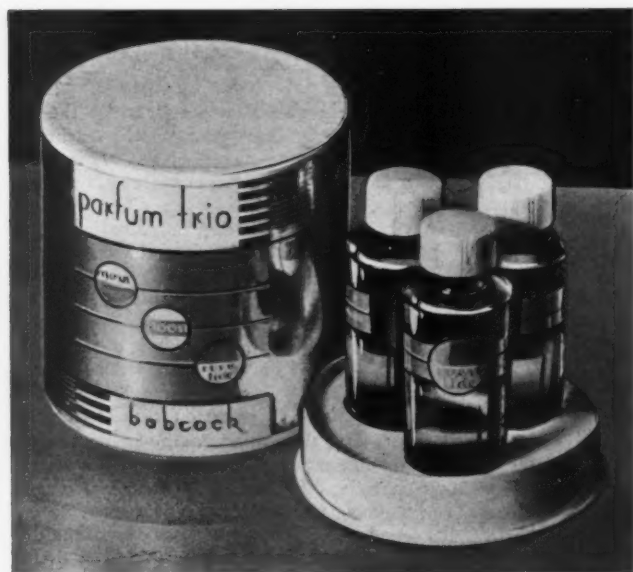
## New Products and Packages

**F**EATURED in this section this month are a number of extremely interesting developments both in way of new products and improved packages for older ones.

The Grenoville line of perfumes has developed a small package with the object of discouraging bulk sales which the company feels are subject to numerous abuses. With their handsome display stand, these are shown at the upper left.

Below is one of the new Yardley Christmas gift sets, one designed especially for men. The Dipilatone Co. has developed a new abrasive depilatory in the lower price range, shown with its label.

A. P. Babcock Co., is out with a new line of perfumes and toilet waters. The packages are splendidly done with wrappers of bronze or silver paper and extremely effective labels. Fitch has developed a new process oil shampoo package like other items of the Fitch line. It contains ingredients of a solvent nature which improve its detergent prop-

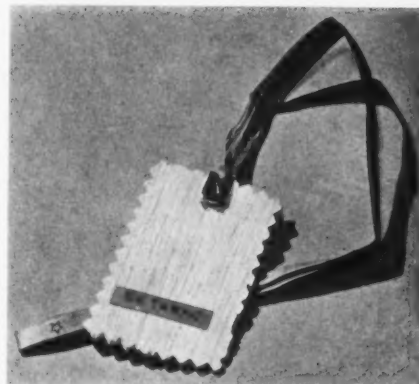
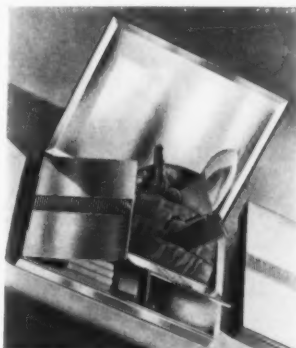


erties and differentiate it from other oil shampoos.

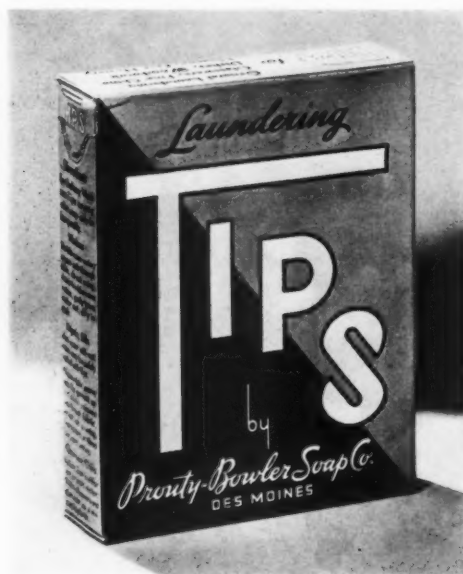
The bath preparations of Beau Monde have been designed in very effective style. Labels are in several colors but all carry out the bubble design, shown in the photograph. Below these is shown "Ex-Tabac" of Qui Sait, consisting of perfumed balsa wood designed to overcome the tobacco odor which is objectionable to so many. Volupté has developed a "Carry-All" package which in addition to cosmetics will almost outfit the week-end guest or traveller with anything she may care to take along.

The Humphrey Read Affinities line uses wood as the outside covering of its perfume bottles. Smart cases of handsomely grained wood contain the bottles. The labels carry through the idea. Armand's new compact, announced last month, is illustrated here. It is of black enamel and the puffs are silver backed. The Armand silhouette appears in relief on the lid.

The development of products for men has been a feature of the current season and two of the newer ones are illustrated in this section. Caron with "Pour un Homme" features a perfume extract designed especially for male patrons. Norwich Pharmacal Co., with "Armona" has presented an eau de Cologne, also intended for the masculine user. The almost







severe simplicity of the bottles of both products illustrates the current idea regarding masculine tastes. It will be interesting to observe the progress of these numerous men's products and how the designs of their packages develop.

Coty has placed on the market a number of gift sets for the holiday trade of which one is illustrated. The sets are tastefully packaged and the selections are excellent. They are expected to move well during the coming season. Prouty-Bowler Soap Co., is putting its product, "Tips", on the market in a very striking green and black package. The design is well planned for display purposes and to attract attention on the shelves of the dealer.

Several other new products, not illustrated in these pages have appeared during the month. Northam Warren Corp., has devised the idea of having lipstick and nail polish shades to match. Accordingly, it is now offering a series of lipsticks in five shades to match its well known line of manicure specialties. The lipsticks represent the first venture of the company into the line of cosmetics. Nusheen is now offering "Permatint" a liquid hair coloring. The packaging of this product is unusual in that each individual treatment is packed in a separate ampoule. These come twelve in a box. The product is described as "not a dye" but a liquid which will color the hair. Houbigant's "Le Parfum Ideal" is now presented in a small size to fit the pocketbook of the average purchaser of perfume. The new "Modele Reduit" follows the style of the original larger size, the only difference being in the quantity. Another new product of considerable interest is "Mu-Sol-Dent" a mouth wash and dentrifice offered by the V. B. Corporation. This product is claimed to be mucin dissolving. Its package is duplex in character with a small vial of powder to be mixed with a large bottle of liquid. A carton in black, red and white of striking character completes it.





# Natural Fruit Essences

by H. STANLEY REDGROVE, B.Sc., F.I.C., F.R.H.S.

Author of "Spices and Condiments", and Other Works



AS pointed out in a previous communication on "Flavoring Fundamentals", natural flavoring extracts may be divided into two groups according to their method of manufacture, distinguished as (a) *volatile flavors*, made by dissolution of the essential oil in a suitable solvent, e.g., alcohol, and (b) *extracted flavors*, made

by direct extraction of the flavoring material by a suitable solvent.

In the case of fruit flavors, the first method is applicable on a commercial scale only to the citrus fruits, such as lemons, limes, grape-fruit and oranges. These fruits are peculiar in that their rinds are very rich in essential oil, and, inasmuch as this oil may be, and is in the case of the finest products, obtained by direct expression, the distinction between the two classes of flavoring essences is not of great importance in the present connection.

Citrus oils are also obtained by distillation; but the distilled oils are definitely inferior to those obtained by simple expression, owing to slight chemical reactions which take place during the distillation process. Indeed, it is well recognized that hand pressed-oils are, in general, superior to those expressed by machinery, even the cold water, with which the oils are brought into contact when machinery is employed initiating slight chemical changes which have an adverse effect on the flavor.

Sicily has long held the proud position of being the centre of production of the world's finest lemon and sweet orange oils; but the oils produced in Spain and North Africa should not be neglected; and, for American consumers, California is very important as a home

centre of production. At one time, the Californian oils were definitely of a second grade; but samples of Californian cold-pressed oils of lemon and orange I have recently examined appealed to me as being of very good quality indeed.

Grape-fruit oil, until a few years ago, was rather in the nature of a scientific curiosity, and most of the so-called grape-fruit essences on the market were factitious. To-day, excellent genuine grape-fruit oil is produced in abundance in California and Florida at a price which makes it an extremely attractive article. I am unable to say what the position is in the U. S. A.; but in my own country, the grape-fruit flavor is proving to be tremendously popular, more especially for soft drinks, which are commonly enlivened, at the time of consumption, by the addition of gin.

Limes oil is principally a product of the British West Indies. Big efforts have recently been made in Great Britain to increase the popularity of the limes flavor; but I am inclined to think that it has waned somewhat in favor of grape-fruit. There is another variety of limes oil, usually distinguished as limetta oil, which is an Italian product; but it is not commonly met with.

Mention, too, should be made of mandarin oil, which

(Continued on Page 396)



Ewing Galloway

# Editorials

## The American Perfumer and Essential Oil Review

Trade Mark Registered U. S. Patent Office

*The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc. No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.*

Vol. XXIX, No. 8

October, 1934

### Delay on the Tax May Be Fatal

THE Federal excise tax on cosmetics expires next June. Manufacturers have found it burdensome and troublesome in the extreme and there is not one of them who is not anxious for a repeal of this unfair legislation. Just what is being done about it?

We learn from Washington that there must be a revision of the tax structure next year with a view to providing sufficient revenue to improve the unbalanced budget. We also learn that the budget is likely to be a big one and that members of Congress are already considering methods of raising more money. We hear that the cosmetic tax is looked upon as a good source of revenue and that there has even been talk of increasing the rate on both soaps and toilet preparations. *We do not hear that any organized, or even unorganized, protest is being voiced on behalf of the manufacturers of toilet preparations.*

It will be *too late*, to protest effectively *after* a tax bill has been drafted, if that is the thought of those charged with legislative action on behalf of the industry. We tried that last time and we were notably unsuccessful. It will be almost too late to protest after hearings on proposed revenue measures begin. We should not forget that the next Congress, when it meets in January will just have received the "people's mandate" and that it will not have to face elections for two years. Hence the "ear to the ground" attitude will not be as conspicuous as is usual or as would be the case were this session just before, instead of just after an election.

It might be well to remember that the entire House

of Representatives is up for re-election on November 6. Many of the candidates are engaged in hot battles for their seats. They are open to suggestion NOW as they will not be when Congress meets in January. It is a bit late for concerted work on these candidates but it is certain that many of them will react favorably to pressure and may even make definite commitments, if they are seen and talked to BEFORE THE ELECTION. Don't leave this to any "legislative committee" or some one who is supposed to "have influence". *See those candidates and line them up while they are in no mood to argue.*

For the future, it is to be hoped that concerted action on the tax matter can be started at once and can be continued right along until the tax bill is finally enacted. This is work which the associations in the allied industries should undertake at once. They must undertake it at once if they are to retain the respect and adherence of their members.

### Demonstrating and the Alternative

WITH very few exceptions, manufacturers have taken kindly to the provision in the Code providing for the identification of demonstrators by means of a suitable badge. In addition, almost all of the department stores and all of the drug stores, so far as we have been able to learn, have offered no objection to this provision of the code. Hence it is something of a surprise to find that complaints have been made against about twenty manufacturers for operating unbaged demonstrators in one New York store.

There are few questions to which there are not two sides. In this instance, it is evident that the demonstrators are not baged according to the Code Authority rules, although an attempt is being made to "identify" them in another way. The manufacturers on their part state that the girls have been furnished with standard identification badges and told to use them. The girls report that they have been told they will not be permitted in the department with the badges on. The manufacturers state that they have done their part. The store is silent for publication, but it is understood that its contention is that the matter is one for the manufacturers and their Code Authority, and that there is

## OUR ADVERTISERS

THE KLINKER MANUFACTURING CO.  
Cleveland, Ohio

AMERICAN PERFUMER AND ESSENTIAL  
OIL REVIEW

432 Fourth Ave., New York City.

GENTLEMEN: We have had so many inquiries as a result of the new ad in the *PERFUMER* that we thought it only due you to advise you of this fact. If only a small percentage of these inquiries result in orders, it is all we can reasonably expect. Under the circumstances please continue the same ad until further notice.

Kindest regards.

Sincerely yours,  
THE KLINKER MANUFACTURING CO.,  
GUS C. WEIL.

nothing in the retail code, under which the store operates, to govern the situation.

Without attempting to prejudice any case which may come before the Code Authority Compliance Committee for definite action, it would seem that there is a solution which could be adopted by the manufacturers and which might speedily clarify the situation. If the girls are not permitted in the department properly badged, there is nothing in the world to prevent the manufacturer from withdrawing his demonstration altogether. It seems hardly likely that the store would adhere to its stand if nineteen demonstrations were simultaneously withdrawn from a department operated almost entirely by employees of the manufacturers.

It is to be hoped that the matter will not be brought to a definite issue and that a satisfactory settlement can be made without a battle over the issues. Certainly one store should not be permitted to interfere with harmonious action under the manufacturers' code.

### Cheap Soap Flakes Condemned

IN the August, 1934 issue of "The Industrial Bulletin" issued by the State Department of Labor at Albany, New York, Freda S. Miller, Director of the Division of Women in Industry, comments on occupational dermatitis and the compensation law. It is of particular interest to the soap industry that out of 461 claims for skin diseases, resulting from occupational exposure, on the New York City occupational disease calendar during 1933, soap accounted for 101. It stood second on the list, the use of dyes being first. Female workers in the trade and domestic service groups, food industries and transportation industries were the ones largely disabled and the hands and arms were usually effected by the dermatitis. A great many of the cases reported a

loss of at least two weeks. Under the Workmen's Compensation Law of New York State the dermatitis must be due to "contact with an acid, alkali or oil capable of causing it." The report goes on to state, "The constant emersion of the hands in water will cause an irritation of the skin in some people and when, in addition to being constantly wet, the skin comes in contact with alkali such as that present in chip soap and soap powders many workers are effected."

From the report it is very evident that the highly filled chip soaps and soap powders are the ones at fault. This is just another argument against overfilling soap, as the "kickback" eventually causes irreparable harm to soapmakers in general.

E. G. T.

### On the Nature of Perfumes

IT is not pleasant for us, who hold the Federal Trade Commission in high esteem, to have to criticise its pronouncements. We think that the Commission has done a wonderful job in a great many instances and that, as long as it sticks to its knitting, it will be a great help to our industry. But we can't help wondering where it got the ideas on the nature of perfumes which formed a part of its decision in the recent Raffy case.

"Perfumes" says the Commission "are generally a conglomeration of odors and are produced in the form of concentrates from essential oils." Well, that isn't so bad if we forget synthetics and fixatives and alcohol and a few other incidental ingredients. You might make a perfume out of essential oils alone. We never saw one, but we haven't seen all perfumes.

The Commission continues, "The basic ingredients from which essential oils are derived come from various parts of the world, principally from the South of France. . . ." We don't know just what "ingredient" in this sense means, but if it means, raw materials for the manufacture of essential oils, we wish the Commission would make a survey or send out a questionnaire or something for further information. The picture is blurred—maybe a double exposure.

Then follows "The best and most expensive essential oils are produced in France and the concentrates from essential oils are usually produced from a great many basic ingredients, sometimes from as many as 40 to 60 different ingredients." We won't go any further. After all we do like and admire the Trade Commission!

Only an Editor should comment at will and at large on everything. Nobody will pay any attention to him anyway so not much harm will be done. Scientists and politics! Automobile magnates and "Peace Ships"! The Trade Commission and perfumes! These are not good mixtures.

## Natural Fruit Essences

(Continued from page 393)

is expressed in Sicily from oranges of the mandarin or tangerine type.

All citrus oils are very rich in terpenes; and oils from which the terpenes have been removed are available in commerce and are known as terpeneless oils.

The terpenes are sometimes described as though they were pure diluents of the aromatic constituents of the essential oils, themselves devoid of any value as flavoring agents or perfumes. It seems incredible that any one who has, for example, smelled limonene (the chief constituent of both lemon and orange oils) should describe the terpenes in these terms; but such appears to be the fact.

On the other hand, the flavor value of the terpenes is small in comparison with that of the other aromatic constituents of the citrus oils (aldehydes and esters); and, although the terpeneless oils are decidedly more expensive than the natural oils, their use is to be recommended for three reasons. The terpeneless oils have softer and more agreeable aromas, when suitably diluted, than have the natural oils; they are more readily soluble in dilute alcohol, and hence permit essences to be made with a higher water-content; and, finally, in view of the indigestible character of the terpenes, essences made with terpeneless oils are to be preferred on hygienic grounds.

### Flavoring Extract Regulations

The United States Department of Agriculture has laid down the following Definitions of Standards in relation to orange oils and orange flavoring essences: "Orange extract is the flavoring extract prepared from oil of orange, or from orange peel, or both, and contains not less than 5 per cent by volume of oil of orange. Oil of orange is the volatile oil obtained, by expression or alcoholic solution, from the fresh peel of the orange (*Citrus aurantium* L.), and has an optical rotation (25° C.) of not less than +95° in a 100-millimeter tube. Terpeneless extract of orange is the flavoring extract prepared by shaking oil of orange with dilute alcohol, or by dissolving terpeneless oil of orange in dilute alcohol, and corresponds in flavoring strength to orange extract. Terpeneless oil of orange is oil of orange from which all or nearly all of the terpenes have been removed."

Definitions and Standards drafted along similar lines have been laid down in the case of lemon flavoring essences and lemon oils.

In the case of other fruits, the proportion of essential oil present is so low that extraction is the only practicable process. It is not usually easy, and in some cases appears to be quite impossible, to obtain very highly concentrated extracts. To this latter statement, however, black currants provide an interesting and important exception. Both fruits and leaves may be extracted with alcohol and concentrated *in vacuo* to a very high degree. In the South of France, near Grasse, an alcohol-soluble black currant concrete is prepared and marketed under the name of *Cassis Gomoide*.

In certain cases, pre-fermentation of the fruit pulps

with sugar, a few days prior to extraction, results in increased yields. Examples are provided by black currants, pears and raspberries. On the other hand, the flavors of strawberries and peaches do not react favorably to fermentation; and, indeed, these fruits, as well as pineapples and apricots, do not yield satisfactory concentrated extracts, owing to the sensitiveness of their aromatic constituents to heat. Strawberries show this peculiarity in a very marked degree. One has only to compare the flavor of fresh strawberries with that of the finest strawberry jam obtainable whose aroma has not been fortified by the addition of synthetic materials, to observe the deleterious effect of heat on the strawberry flavor.

It should be noted that, in general, fruit flavors are not fully appreciated unless accompanied by a taste background in which sweetness and sourness enter. The optimum ratio between acid (citric or tartaric) and sugar differs for different fruits. Jensen (*The Chemistry, Flavoring and Manufacture of Chocolate, Confectionery and Cocoa*, London, 1931) has published the following useful table:

FLAVOR—ACID RATIOS

|                        | Apple | Orange | Lemon | Straw-<br>berry | Rasp-<br>berry | Black<br>Currant |
|------------------------|-------|--------|-------|-----------------|----------------|------------------|
| Acid, per cent         | 1.1   | 2.5    | 7.0   | 0.9             | 1.7            | 3.5              |
| Sugar, per cent        | 7.6   | 15     | 3.5   | 5.5             | 3.6            | 6.4              |
| Acid, per 100<br>Sugar | 14    | 17     | 200   | 16              | 47             | 55               |

In the case of some fruit flavors, more especially apples, a slight astringency in the finished article is desirable for full appreciation of the flavor. This may be obtained by means of a trace of tannin.

In his next article, Mr. Redgrove will discuss various synthetic flavoring materials.—EDITOR.

### Details of Code Budget

(Continued from page 384)

|  |        |
|--|--------|
| Apportionment of salary of assistant executive officer ..... | 5,200* |
| Telephone and telegraph .....                                | 2,000  |
| Postage .....  | 250    |
| Printing and mimeographing .....                             | 750    |
| Miscellaneous expense .....                                  | 1,000  |
| Traveling expenses for members of Code Authority .....       | 2,500  |
| Traveling expenses for employees .....                       | 6,300  |
| Meetings, hearings, etc. ....                                | 2,400  |
| Committee members—not members of the Code Authority .....    | 3,000  |
| Reimbursement to local agencies and trade associations ..... | 5,000  |
| Inter-code relations—activities .....                        | 2,500  |
| Legal fees .....   | 5,000  |

\* NOTE.—This figure of \$5,200 is at variation with the salary provided for the assistant executive officer which was set in the approved budget at \$3,500, after being reduced from a contemplated \$7,000. It will be noted that several expense items are entered only in part as against "compliance functions."



# Natural Flower Oil of Jasmin

by DR. ERNEST S. GUENTHER\*



THE delightful, fragrant jasmin originated in Asia, probably on the southern slopes of the Himalaya Mountains. For centuries the blossoms have served for sacred rituals in India, Ceylon, Southern China, the Malayan Archipelago and the Pacific Islands.

About one thousand years ago the jasmin bush, like the orange tree, was brought to Southern Europe and Northern Africa by the conquering Arabs ("Ysmyn" is the Arabic word) and cultivated in Spain, Italy and Southern France.

The tiny white flowers bloom during the warm months and their beautiful, sweet perfume creates that delicious, mysterious atmosphere which blends with our memories of balmy nights spent wandering through Tunis' whitewashed lanes or in the Alhambra's sensuously luxurious parks, bathed in moonlight, or high above the glittering sea amidst the glorious ruins of the Greek Theatre in Taormina.

To capture the delightful scent has long been the endeavor of man; we know that the natives of Northern India absorb jasmin flower oil with vegetable fats by some primitive form of *enfleurage*. Such Indian pomades have been analyzed in European laboratories. The Western perfumers' art has found in jasmin flower oil one of the most valuable and indispensable ingredients for creating modern perfumes.

Jasmin is cultivated on a large scale primarily around Grasse in Southern France and recently to a limited extent in Egypt, Algeria, Northern Italy and Sicily. In the region of Grasse, cultivation of jasmin flowers forms part of the individual farmer's occupation. In addition to his vegetable gardens, vineyards, olive and fruit groves, he uses part of his property for raising jasmin flowers. Before the almost catastrophic price decline of 1930, the sale of these flowers to the flower oil manufacturers in Grasse resulted in good profit for the growers.

Starting a new jasmin plantation is a relatively costly enterprise requiring quite an investment in the clearing of the ground and particularly in the construction

of walled terraces, necessary for good irrigation. When during the years of credit expansion jasmin flowers fetched 36 francs per kilo, most of the peasants of the Grasse regions expanded their fields beyond normal limits. Consequently, over-production together with reduced consumption on the part of the perfume industry, suffering under the general depression, brought about such a heavy decline in jasmin flower prices that in 1932 they fell as low as 5 francs per kilo.

Experts in the Grasse region estimate that the sale price of jasmin flowers per kilo should normally be about 10 to 11 francs. Such a price in their opinion would give a modest profit to the grower, yet leave the final flower oil cost within reach of the average perfume manufacturer. Considering the present dollar and franc exchange rate, it almost seems that the cost price of about 75 cents (U. S. Currency) per kilo of jasmin flowers is somewhat above economic value and American importers fear that it might reflect disadvantageously upon the importation of French floral products. Economists claim that in order to increase her exports, France must choose between the painful course of deflation of internal prices or of a moderate devaluation of her exchange rate.

Jasmin flower oil prices during the last ten years have ranged from less than \$100.00 to more than \$800.00 per pound. Such fluctuation is absolutely unsound economically and only leads to increased replacement of natural jasmin flower oil by artificial compounds. No perfumer can afford to calculate with such unstable figures and if the jasmin flower oil consumption has fallen off alarmingly during the last few years this is partly due to the incapability of the French growers and manufacturers to come to a normal and stable price arrangement. Judging from the American market, it appears that pure absolute of jasmin extraction should cost about \$200.00 to \$250.00 per pound. Prices above this level extend beyond economic value because it seems illogical that a pound of jasmin absolute should cost as much as an automobile, for example.

The excessive fall of jasmin flower prices in 1930 brought about a wholesale abandonment of old plantations and a healthy restriction in production. Even some of the largest and latest plantations have disappeared to be replaced by new and fine vineyards. The French Government has lately encouraged the growers

\* Chief Research Chemist, Fritzsche Brothers, Inc., New York.



to devote parts of their abandoned jasmin fields to new tobacco plantations because the farmers will find a steadier customer in the tobacco monopoly of the French Government.

Another factor has become quite important during the last few years. Before the war the French Riviera from Cannes to Monte Carlo used to be the fashionable Winter resort of a wealthy minority while during the hot Summer months the countryside, completely deserted of tourists, returned to its century-old occupation of tilling the flower fields. In 1930 the world suddenly discovered that the Cote d'Azur was really more delightful during the warm Summer months because the ever-blue water and cloudless sky more than the rainy Northern beaches of Europe favor sun-bathing and an agreeable, unconventional beach life. The healthy climate and the natural beauty of Cannes and Grasse are attracting many people, young and old; the automobile and the aeroplane are bringing the Southern coast of France much closer to Paris and other capitals of Europe; it has become fashionable to spend the Summer months around Cannes which is developing into the gayest playground of Europe. New hotels and lovely country seats are spreading along the Riviera and with the tourist trade and real estate development this beautiful corner of the world is becoming increasingly expensive. The time probably is not too far away when the peasants will find it more profitable to raise vegetables and fruits for the hotels rather than to grow flowers for the manufacturers in Grasse. It would not be surprising if the old established perfume industry of Grasse, because of rising wages, cost of living and cost of production in the Cannes-Grasse region would partly emigrate into those French colonies of Northern Africa where climatic and labor



SPRING WORK IN THE FIELDS

conditions are favorable for floral cultivation. Some of the leading houses in Grasse have already started new flower plantations in Algeria, Morocco and Egypt.

The jasmin producing territories around Grasse extend from Cannes northward to Mouans-Sartoux, Mougins, Grasse, then westward toward Montauraux, Fayence and Seillans. The fertile plain of Pegomas west of Cannes is another important center of jasmin growing. Most of the plantations are owned by individual farmers who at the beginning of the harvest contract with the manufacturers in Grasse for their flower crop. A system of field brokers facilitates flower delivery during the period of the harvest and through these "courtiers" the manufacturers are enabled, if necessity arises, to buy additional quantities of flowers at any time. These seasonal flower purchases are called "free flower contracts" as distinct from flowers bought on a long term contract basis; their price is fixed every year at the beginning of the harvest between representatives of the growers and the manufacturers. The price thus established applies to all "free" flowers throughout the region and has varied between 36 francs in 1926 and 5 francs in 1932. While the bulk of the total jasmin flower production is thus dealt with, there is yet another form of flower supply in the so-called "contract flowers" meaning jasmin blossoms contracted between grower and manufacturer for a number of years at a fixed price. In this case too the farmer sells his whole crop of a certain plantation and the contracts usually run from five to six years. In 1926-1927 such long range contracts were entered at 14 to 16 francs per kilo which in view of the extremely high prices of free flowers in that year (30 to 36 francs) was very advantageous to manufacturers. However, it turned absolutely to their disadvantage when after 1930 prices of jasmin fell well below 10 francs per kilo. Most manufacturers, quite embarrassed by this unexpected



JASMIN IN BLOOM ON THE PLAIN



HARVESTING THE JASMIN FLOWERS

handicap preferred to pay the growers a certain indemnity rather than be forced to take on the whole quantity of high priced flowers contracted a few years ago.

Quite some time ago a number of farmers, especially in the fertile Pegomas region, united into "cooperatives". The member-growers through the "cooperative" either sell the flower material daily harvested to the manufacturers in Grasse or if the latter are not willing to pay a satisfactory price, work up their own flower material in the "cooperatives" well equipped extraction plants. In the latter case the "cooperatives" market the finished natural flower oils among the perfumers in Paris or abroad thereby directly competing with the floral manufacturers in Grasse.

The jasmin flower harvest usually starts at the end of July and lasts until the end of October. The flowers of August and the first half of September are considered the best; of course quality depends entirely on weather conditions, rain, wind and cold being detrimental to the yield of oil. Picking is done every day very early in the morning. It has been experimentally established—as we shall see later—that the flowers in the early morning are richest not only in essential oil content in general but especially in indol. In the years before the war, manufacturers strictly insisted upon delivery of very fresh flower material; the enormous increase of total jasmin production together with the shortage of French labor after the war has somewhat changed conditions and today the jasmin harvesters can be observed in the fields picking up to noon. From five o'clock in the morning until ten, one woman can pick 2.5 to 3 kilos of flowers. One kilo contains about 10,000 jasmin flowers; the figure is lower at the beginning of the harvest and higher towards the close of the season.

There are several varieties of jasmin (*Oleaceae*); in Southern France *Jasminum Grandiflorum* or "Jasmin d'Espagne" is grafted upon roots of wild

jasmin (*Jasminum communis*). It grows particularly well on the southern slopes of the Alpes Maritimes which are exposed to the sun and protected against cold north winds. The region between Grasse and Seillans is well suited for jasmin plantations on condition that sufficient water is available for irrigation.

### Plantation of Jasmin

An estimate of the yield per hectare is quite difficult to give. 3,500 kilos of flowers per hectare collected during the time of harvest from the end of July to the end of September should be considered as a good yield although figures as high as 6,000 kilos per hectare have been mentioned.

The duration of a jasmin plantation ranges from fifteen to twenty years. In soil not sufficiently dried a plantation ages quickly. On the other hand, with light well-aired soil, easily drainable, a jasmin plantation will last much longer. Plantations of the Comtesse de Savigny in Seillans have lasted thirty-five years, some of them forty-five years. After a plantation of jasmin has died no new jasmin can be planted in the same soil.

The production of jasmin flowers has increased considerably in the years since the war and yielded about 1,500,000 kilos in 1927. Since then prices have steadily declined and production has fallen off correspondingly.

### Methods of Manufacture

Jasmin flowers are not killed by picking, but for about twenty-four hours and more continue to develop and emanate essential oil. A. Hesse and later J. Nivieres<sup>1</sup> explained this feature by the theory that the jasmin flowers contain glucosides which during the



A TERRACED FIELD OF JASMIN

period of enfleurage are split up thereby developing odoriferous constituents. Charabot and Gatin came to similar conclusions although it must be said that none of these hypothetical glucosides has ever been isolated. Cold enfleurage is therefore the most logical and in regard to yield, the most advantageous method of extracting this delicate scent. For generations it was exclusively applied until about thirty years ago with the introduction and gradual perfection of the volatile solvent process, enfleurage became replaced more and more by the new method which, though giving considerably less yield, produces flower oils of greater purity.

### Steam Distillation Unsuitable

Steam distillation in the case of *jasmin* flowers is entirely out of the question because of abnormally low yield of oil. An exact comparison of the yield of *jasmin* flower oil as obtained by the method of extraction with volatile solvents and enfleurage must not be based merely on the yield of regular absolutes because the latter aside from the proper flower oils contain a large percentage of fatty or waxy inert material. Using as a basis the pure volatile oils obtained by steam distillation of the corresponding absolutes and considering also the small quantities of oils extracted from the distillation water, A. Hesse, in his first investigation found that enfleurage yields about nine times as much flower oil as the volatile solvent process. Later Hesse revised his figures and arrived at a ratio of only 4:1. It must be remembered that Hesse worked as a pioneer in an entirely new field and that comparisons in the beginning were based upon yields obtained during different periods of harvest or under different weather conditions. It is surprising to find how much *jasmin* flower oil yield changes and is affected by sunshine, rain, wind, etc. Volatile solvent extraction experiments carried out in different periods of the harvest show quite irregular yields. For exact comparison it is therefore necessary to base observations and figures upon the bulked flower oils representing the total harvest. Von Soden<sup>2</sup> and the A. Chiris<sup>3</sup> Laboratories found the ratio of yield of enfleurage, to volatile solvent extraction, to be 2 or 2½ to 1. According to our findings about 680/700 kilos of *jasmin* flowers in the average are required for extraction of one kilo of absolute of *jasmin* by volatile solvents whereas in the case of enfleurage, about 225 kilos of flowers give one kilo of absolute of enfleurage. Considering the content of proper volatile oil obtained by steam distillation of the absolute we have so far arrived at a ratio of 2½ or 3 to 1 in favor of enfleurage. It seems to us that the freshness of the flowers when put on the chassis forms an important factor in this calculation; so far we have always worked with very fresh flower material. Still more important might be the method by which the different factories preserve their enfleurage corps against rancidity. Using different preservatives we obtained widely varying yields of absolute of enfleurage. Our observations will be continued in the future.

The constitution of *jasmin* flower oil has been the object of very interesting investigations. Outstanding among them are the systematic works of A. Hesse<sup>4</sup> and his collaborators, Mueller and Zeitschel; furthermore, the studies of Walbaum, Erdmann, Von Soden, Chara-

bot, the Chiris Laboratories, Jeancard, Satie, Cerighelli, Elze and more recently of Ruzicka and Treff.

Hesse<sup>5</sup> and his co-workers found that *jasmin* flower oil contains

|       |                      |
|-------|----------------------|
| 65%   | Benzyl-acetate       |
| 15.5% | d-Linalool           |
| 7.5%  | Linalyl-acetate      |
| 6.0%  | Benzyl-alcohol       |
| 3.5%  | Jasmone              |
| 2.5%  | Indol                |
| 0.5%  | Methyl anthranilate. |

Elze<sup>6</sup> added to this list, geraniol, farnesol and paracresol, all occurring in small quantities. (According to our findings a part of the paracresol seems to occur as acetate, particularly in the enfleurage products, less so in those of extraction. Details will be submitted in a future paper.)

A ketone of the brutto formula  $C_{11}H_{16}O$  was first isolated by Hesse and named "Jasmone". Elze<sup>7</sup> found it to contain two double bonds but the exact constitution remained unknown for years until a few months ago it was established by Ruzicka and Pfeiffer<sup>8</sup>, Treff and Werner<sup>9</sup>, working independently, as 3-methyl-2-(n-penten-(2')-yl)-cyclopenten-(2)-on-(1).

The discovery of the two nitrogen-containing compounds, methyl anthranilate and especially indol, a compound of distinct fecal odor in a flower oil of delicious fragrance, brought about a series of interesting investigations. Hesse<sup>10</sup> originally believed that indol was present only in the *jasmin* flower oils made by enfleurage (about 2.5%) but not in the products of extraction. First he advanced the theory that indol does not occur as such primarily in the flowers but that it is the result of some form of decomposition. It cannot, however, be formed by decomposing albumin because according to Hesse's findings, ageing and decaying *jasmin* flowers contain no indol at all.

Von Soden<sup>11</sup> later found that *jasmin* flower oils made by extraction with volatile solvents also contain indol and in 1902 Hesse confirmed this by his own investigations made with fresh flower material. Quite a number of years later, R. Cerighelli<sup>12</sup> settled the matter by systematic experiments carried out in Grasse. He found that indol is a normal constituent of the *jasmin* flowers present therein probably in a complex form. The flowers are richest in indol early in the morning when the buds begin to open; they contain then about 0.005% indol. During the day the indol content gradually diminishes, probably with changing radiation, until it disappears altogether by evening. It reappears with daylight. If picked and isolated, *jasmin* flowers continue to develop indol at a rate of 0.014% to 0.019% within twenty-four hours, i.e., three to four times the quantity of indol which they contained at the moment of the opening of the buds early in the morning. In confined atmosphere indol accumulates in the picked flowers up to 0.005% to 0.006%; above that quantity indol evaporates and in the case of enfleurage (confined atmosphere!) is absorbed by the fatty "corps" enclosing the flowers. This explains why products of enfleurage contain a multiple percentage of indol while products of volatile solvent extraction contain much less indol. In the latter case the flowers before extraction are usually kept for a few hours more or less loosely packed and stored in heaps or more often spread over



a part of the floor of the extraction building so as to avoid fermentation of tightly packed flower material. That such fermentation readily sets in can immediately be seen from the temperature which *jasmin* flowers develop inside a pile of blossoms. If spread loosely over a large area the flowers continue to develop indol and evaporate it into the open air with a subsequent lower indol content of the concrete or absolute of extraction. In confirmation of this theory, Cerighelli was able to show that the indol content picked flowers when kept for five hours in the open air diminished down to 0.0009% to 0.0015%.

This very feature seems to be one of the main reasons for the varying quality of *jasmin* absolutes of extraction. The pure absolutes as made by the various manufacturers all have a somewhat different character. Some are more powerful in fragrance; their deeper and fuller note is due to the fact that during the entire harvest the incoming flower material could immediately be worked up. A few factories, as a visitor can observe, are not quite sufficiently equipped to take immediate care of large amounts of arriving flower material and therefore the process of extraction in those places sometimes extends over the whole day and the flowers picked in the morning are not worked up before the evening.

Absolutes of *jasmin* vary also with the progressing harvest, those made from August flowers being most fragrant in odor and those made during October, weakest.

Ample sunshine develops a strong perfume in the blossoms. In years of frequent rain, cloudiness and wind the character of *jasmin* flower oils is inferior.

Another cause for the difference in character of *jasmin* products seems to lie in the locality of the flower fields. It appears that *jasmin* flowers originating from the plains are of somewhat weaker character and contains less indol whereas the *jasmin* of higher altitudes is more fragrant, more powerful in odor and richer in indol. Last, but not least, we must mention the age of the *jasmin* absolutes as an important factor for variation in character. A fresh absolute of extraction, for instance, is quite "green" in odor and of an almost tea-like character which after one and two years' ageing changes into a deeper and more complex note. If well preserved, *jasmin* absolute of extraction holds up well for several years but after six to seven years, deterioration is apt to set in.

The products of enfleurage on account of their higher yield have the advantage of lower price. Preference is given to the alcoholic washings of the "pomades", the so-called "extraits", because they reproduce the perfume as exhaled by the blossoms very faithfully and can therefore be applied in alcoholic perfumes. For perfumers who have not the time nor the facilities to carry out the rather cumbersome and lengthy "pomade" washings, the absolutes of enfleurage—made by vacuum concentration of the alcoholic "extraits"—offer a *jasmin* flower oil which because of its price is interesting. Due to their relatively large content of natural indol these absolutes of enfleurage usually have a rather dark color which in many cases of perfume work (light creams and face powders) is objectionable. Most processes of decolorizing remain not without influence on the true perfume of the absolutes because for actual decolorizing the natural indol must be elim-

inated and this very fact automatically eliminates one of the most characteristic constituents. Furthermore, the absolute of enfleurage has a slight fatty by-odor which is liable to accentuate with progressing age. It sometimes happens that absolutes of enfleurage *jasmin* develop a decided sour note of acetic acid. This can be eliminated by washing the absolute several times with water or with cold, mild sodium bicarbonate solutions and subsequently repeatedly with water.

The "absolutes of chassis"—made by petroleum ether extraction of the waste flowers discarded during the enfleurage process—are still lower priced than the absolutes of enfleurage. However, these chassis products do not represent the complete *jasmin* flower perfume and contain only those portions which because less volatile have not been exhaled by the flowers during the enfleurage process or have been formed while the flowers during twenty-four hours' contact with the fat continued to wither. For the same reason the absolutes of enfleurage do not quite represent the complete *jasmin* perfume as present in the blossom; they rather consist mostly of the volatile portions exhaled by the flowers. To reconstitute the actual flower oil it would therefore be necessary to combine absolute of enfleurage and absolute of chassis in the ratio in which they are obtained in actual manufacture, i. e. 9:1. Considering their price, chassis absolutes as such are interesting for the building up of synthetic *jasmin* flower oils. The absolute of chassis can be reconstituted to a certain extent by adding synthetic benzyl acetate, linalyl acetate, linalool, indol and all those compounds which Hesse found as constituents of natural *jasmin* oil and which during the enfleurage process are exhaled by the flowers and absorbed by the fatty "corps". The absolute of chassis forms a most suitable natural *jasmin* basis imparting to the synthetic *jasmin* compounds a velvety smoothness and rounding out crude synthetic notes.

The absolutes of *jasmin* made by volatile solvents (petroleum ether) because of their considerably lower yield are correspondingly more expensive. Since they contain all the odoriferous principles of the living flower present at the moment of picking, these absolutes of extraction represent the highest form of natural flower oils. They are also stronger than the absolute of enfleurage which fact to a certain extent compensates for their higher price. The most suitable solvent for *jasmin* flower extraction is petroleum ether; benzol gives a considerably higher yield but its extraction products are darker in color and of inferior odor. They can be recognized by their viscous consistency and their "cooked" by-odor. Absolutes of petroleum ether extraction are free from any alien odors due to fat "corps" or benzoin which is used for protecting these enfleurage corps. Compared with absolute of enfleurage, the color of the extraction of absolutes is usually much lighter and stability considerably better. (Some experienced perfumers give preference to the alcoholic washings of the concretes of extraction rather than to the absolute of extraction because the former retain constituents lost by further processing and hence are still more beautiful representations of the true flower perfumes.) By concentrating these alcoholic solutions, a part of the delicate, fresh top-note is lost in the distilling process and the resulting absolutes are not quite as typical

of the natural perfume as are the concretes. Perfumers not equipped for washing concretes prefer the absolutes which are easy to use and serve in all kinds of higher priced perfumes and cosmetics. Proper combinations of these are used in many instances to produce desired variations in the odor.

Jasmin flower oils are widely used in all types of scents, not only of floral but Oriental character as well. To the latter they impart a delicious heaviness and a smooth roundness which is not obtainable with other ingredients. In floral types, jasmin absolutes create a certain natural note, a finishing touch, without which the composition remains crude. However, the mere addition of jasmin flower oil does not necessarily mean improvement of a compound; only in a well balanced, harmonious base of synthetics and essential oils can jasmin develop its greatest merit of beauty.

<sup>1</sup> Bull. Soc. chim. IV. 27 (1920), 862.

<sup>2</sup> Deutsche Parf.—Ztg. 11 (1925), 49.

<sup>3</sup> Les Parfums de France, Oct. 1930, 291.

<sup>4</sup> Berichte Chem. Ges. 32 (1899), 565, 765, 2611; 33 (1900), 1585; 34 (1901) 291, 2916; 37 (1904), 1457. Chem. Industrie 25 (1902), 1.

<sup>5</sup> loc. cit.

<sup>6</sup> Chem.—Ztg. 34 (1910), 912.

<sup>7</sup> Riechstoff Industrie 1926, 181.

<sup>8</sup> American Perfumer, March 1934, 21.

<sup>9</sup> American Perfumer, March 1934, 21.

<sup>10</sup> Berichte Chem. Ges. 34 (1901), 2929.

<sup>11</sup> Journ. f. prakt. Chem. II. 69 (1904), 268.

<sup>12</sup> Compt. rend. 179 (1924), 1193.

## The Revolt of the Consumer

(Continued from page 386)

of even the most conservative advertising? Revolts are no respecters of persons.

The pity of it is that toiletries and their advertising do not belong in any classification which should bring down upon them the wrath of the exasperated consumer. True, they are intended for use upon the human body, but there is absolutely no excuse for advertising them in a misleading or deceptive manner, or claiming for them qualities or attributes which they do not possess. The honest facts about any good toilet product, attractively and artistically presented, should sell them.

The Proprietary Association has appointed a Committee to pass upon themes for advertising, and advertising campaigns. I wish this Committee all the luck in the world, but I wouldn't enjoy being a member of it. A similar committee appointed by and acting for the A. M. T. A. would have a different, yet easier job.

Such a committee could formulate a code of merchandising and advertising practice which blacklisted certain forms and methods of advertising that are easy to specify and describe. The ways in which certain advertisers have offended against honest and reliable advertising are few, and it would in the long run work no hardship on anybody if they were banned and abandoned. And such action, if unanimously adopted and followed, would cleanse the industry of the stain which now beclouds it, restore public confidence and good will, and check the Revolt of the Consumer before further damage is done.

If the BIG manufacturers who are now the chief—because the most prominent and the most spectacular—offenders, can't see the wisdom, the necessity, of such a course, it will be just too bad!

## DESIDERATA

By

Maison G. de Navarre, Ph.C., B.S.

### Skin Bleach

Abandon the idea of using mercury or its salts, in spite of their effectiveness. The F.T.C. doesn't like this class of cosmetics anyway. Try ammonium chloride which is reputed to be as effective as the mercury salts. You can use up to 5% of this material in the usual lotion base. Another popular ingredient is zinc sulfo-carbolate 1 or 2%. We like a 2% lactic acid mixture with pectin mucilage, just thick enough to pour fairly easily. Touch this product up a bit and it is all set.

### Antiseptic Foot Powder

Talcum and boric acid ought to form the base of such a preparation. However, this product is not sufficiently antiseptic. The addition of 1 part of chlor-thymol to 2,500 parts of the base endows the product with this useful and desirable property. It goes without saying that benzoic and salicylic acids are part of the formula. Use up to 5% of a mixture of equal parts each acid, or, whatever ratio you desire.

### Face Powder Ochres

The so called synthetic ochres are several times more concentrated than the natural products. (You may have known this, and if you did, take it easy for some one else may not be so well informed.) Therefore, be careful when you switch from one to the other. In this writer's mind, the synthetic product is probably better because it is free from a lot of silica, and other inert matter.

### Hand Cream

Hand creams must spread well, without rolling off, and have some healing effect on the hands. They must be free from grease and stickiness. Try this in your mixer and see how you like it. Place in the same kettle, 12 parts of glyceryl mono-stearate, 5 of glycerine, 3 of cetyl alcohol and two of spermaceti, fixed oil 2 with enough water to make a hundred parts. Bring almost to a boil and place in the mixer, stirring quickly at first, and when the emulsion is formed stir slow to prevent formation of lumps, until cool. Some like glycerine substitutes (one of the glycol ethers) better because they penetrate quicker and do not have the sticky feel that glycerine sometimes has. If the product rolls, increase both the water and glycerine a little.

### Bath Essences or Concentrates

During the colder months people use the bath tub more so than the shower, and they like an aromatic bath. For a clear product that quickly emulsifies in the bath, dissolve in sulfonated oil 4 parts, one part of the aromatic oils. But look out for the deteriorating effect of sulfonated oil on aromatics.



# Determination of Free Alkali in Soaps

by DR. G. KNIGGE, *Dresden*

IN THE AMERICAN PERFUMER, No. 5, July, 1930, I have already reported about the determination of free alkalis in soaps. The methods which I propounded for soaps with large water content (soft soaps and liquid soaps) have proven their value, and a modification or complementing of these methods has not been found necessary.

Quite different is the situation with the determination of the free alkalis in toilet soaps, particularly when the quantities in question are very small. As a matter of fact the producer of toilet soaps is very much interested in the keeping quality of his products. If his soaps do not keep well in stock, this phenomenon may entail serious losses to his business.

There is for the colloidal chemical soap the ever present danger of re-saponification, resulting in a splitting up of the soap into its components, fatty acid and alkali. The fatty acid thus liberated is exposed to further changes, spots appear on the soap, and it takes on a disagreeable odor. These properties are called rancidity.

It should be observed that soap as such, that is pure fatty acid alkali salts cannot show this phenomenon. I proved the truth of this assertion a short time ago in an experimental work. I further proved there that, when rancidity phenomena appear, it must always be caused by a neutral fat present in the soap, or which entered into it, or by fatty acid formed in it by resaponification, which occasion these phenomena. This shows that the manufacturer of toilet soaps must take care to see that the basic soap is fully saponified, that is, that it contains no unsaponified fat when it leaves the kettle. When fats for superfatting are admixed with these soaps in the mills before milling, he must further take care that these are not saponifiable fats, for these would occasion rancidity.

## Must Exclude Unsaponified Fats

Up to that point, therefore, it devolves on the manufacturer to exclude unsaponified fat in the soap. It is different in his control to avoid re-saponification. This phenomenon is much more frequent than is usually supposed, even in expert circles. Now, there are additions of a balsamic and resinous nature which have the effect of protective colloids on the occurrence of re-saponification and which prevent the observance of rancidity even in the case of acid soaps. Such colloidal protection is, however, only conditioned and even temporally limited. If the finished soap has a sufficient quantity of free alkali, it is a good protection against re-saponification and a guarantee of its keeping in stock.

The question now arises as to how large this content should be in the basic soap and how much in the finished toilet soap, in order to offer a sufficient protection. No objection is to be made if the finished soap still contains a small percentage (0.1%) NaOH, and no fear need be felt that it would be considered unpleasant by the consumer. As a matter of fact it is proven that the quan-

tity of NaOH liberated by hydrolysis is considerably larger than a small percentage (a few tenths of 1%) that the soap contains. As is well known, hydrolysis takes place in salts which consist of strong bases and weak acids. Now soap is a typical representative of such a salt, as it consists of the strong base, NaOH, and the weak acid, i.e., fatty acid. It is always used in an aqueous medium, and hydrolysis is, therefore, unavoidable.

## Permissible Content of Free Alkali

According to my experience, the content of free alkali may amount to 0.1 to 0.2% NaOH in the finished piece, and the odor in the soap will not be attacked by it, but on the other hand protection against re-saponification is thus attained. The perfumes are attacked and finally destroyed when a soap contains the same quantity of free fatty acid and the soap thereby becomes rancid.

If we clearly understand how large the content of free alkali can and should be in the finished cake of soap, we must now decide how large this content must be when the soap leaves the kettle. It is known that during the process of manufacture losses in free alkali occur. The following solution would appear simple:—It was found by experiment that the basic soap suffers a definite loss in free alkali when being processed into the finished cake, hence substantially during drying. The soap base is, therefore, so regulated that the desired quantity of free alkali still remains in the finished cake. If the decrease at drying is not so great, the desired result may be attained in this way. But if the loss exceeds 0.2%, then it cannot be remedied in this manner, for then another circumstance enters into it, which makes the soap unsalable. In fact, if one were compelled, on the basis of the above considerations, to adjust the fresh soap to about 0.4% or 0.5% NaOH, in order that the finished cake should still contain some free alkali, such a soap would have a white soda coating on its surface.

At the time when it was customary to pour the soap base into frames and then to cut it up into bars, to bar it roughly with a slabber and to dry the comparatively thick shavings in the drier with weak ventilation, and hence, when the drying was still substantially done by means of heat and not by air, only a small quantity of free NaOH was converted into  $\text{Na}_2\text{CO}_3$ . The adjustment to be given the basic soap could be small and yet the finished cake had a sufficient surplus in NaOH and soda coatings did not occur.

Today the drying is mostly done by mechanical dryers, which are based on the principle of entrusting the chief drying effect to a strong blast of air at not too high a temperature. In order to accelerate the drying, the chips are rolled thinner, and, therefore, offer a large surface to be acted upon. The carbon dioxide of the air thus has an opportunity to carbonize the free alkali in the soap.

In cooling the soap base by means of a cylinder dryer, the situation is essentially more favorable. The lengthy

airing is avoided, as in this case the time of drying is shorter at a higher temperature, and the escaping water vapors protect the drying substance from contact with the air. Basic soaps thus dried lose almost none of their free alkali.

But as the majority of the manufacturers dry their soap base chips by an open conveyor, the chemical transformations occurring thereby must be considered when determining the free alkali.

From the observations thus far made it is evident how the manufacturer of toilet soap must proceed in order to avoid too much loss in free alkali in his soap chips. The chips must not be too thin; their surface must not be too large; the drying operation must not take place at a substantially low temperature and a large air supply, but should rather take place at a higher temperature with less ventilation. He must, however, before all else be in a position, if his observations rest on a correct basis, to have a method of determination, which puts him in a position to determine unquestionably whether his soap still contains free alkali after drying, or not.

This determination cannot, however, be made according to the methods thus far used. According to this method free alkali is still found even in a really acid soap. The soap, made acid through the carbon dioxide of the air currents, contains sodium carbonate and sodium bicarbonate. If a quantity of 2 gm is dissolved by boiling with alcohol, the bicarbonate passes over into carbonate and saponifies the free fatty acids already present. If this solution is cooled to the point where it does not jell, there will still be enough soda in the solution to retain the red color of the added phenolphthalein, giving the impression that free alkali were present. There has recently been developed a method which permits certain proof of the presence of small quantities of free alkali in dried chips of soap base. This proof is suitable also for finished toilet soap which has been in stock a long time.

### Newer Method of Determination

A quantity of 2 gm of the soap is introduced into alcohol, which has been given a slight pink shade with phenolphthalein and lye, and dissolved by gradual mild heating. In case a strong deepening of the red occurs at once on introducing the soap, and if the sample is still very red after cooling and solidifying, while the flask is covered with a watch glass, then free alkali is present. If, however, the contents of the flask are colorless, then the soap is acid. In the first case the content of free alkali can be determined by titration. Bergell was the first to indicate this proof. I have verified it and can confirm its correctness.

If the indicated reaction results are positive, one gram of finely shaved soap is dissolved in 75 cc of absolute alcohol by heating, using a condenser tube, on the water bath and is cooled by means of flowing water. The condenser remains on the flask during cooling and is closed with a soda lime tube. This titration is carried out with 1/10 normal alcoholic hydrochloric acid.

By observing these data it is possible for the manufacturer of toilet soaps to prevent acid soaps from getting into his stock entirely or from being manufactured at all. He can thus save himself considerable industrial losses.

## COSMETIC FOLLIES

*Discovered at*

**The Toilet Goods Counter**

### Bargain Brushes

Home treatments on the care of the hair have been in practice since the vacationist has returned home with "sun-dried hair and scalp". The hair brush, a most important necessity clutters the bargain tables with low prices attached. A seventeen-cent brush is considered a bargain by the average woman who does not recognize quality in the bristles. She considers this type of brush as a "bargain" and in a week or so, the brush is back at the counter with the usual complaint—"the bristles are falling out and the lovely lustre is gone."

A quality hair brush is a necessity and cheap brushes can be discouraged if manufacturers educate the consumer on the importance of purchasing a brush with quality bristles.

### Combs and Curlers

The thoughts on brushes bring to mind the comb. It does not seem possible, but manufacturers have not abandoned the manufacturing of a comb which pulls out a dozen or so strands of hair. Combing the hair is still a "hair pulling struggle" with most women with long hair or heavy bobbed hair. This abuse to the hair can be prevented by manufacturing combs with smooth, rounded and polished teeth. Educating the women on how to choose the proper comb for each type of hair will prevent many comb complaints.

And the straight-haired young lady who yearns for a roll or two of perfect curls—gazes at the illustrated counter card of "twist-a-curl" curlers. She asks if the curlers really curl and if they will make the hair naturally curly. She is most disheartened when she learns from experience the curlers are not for her. If professional instructions accompany the curlers, satisfactory results would be obtained.

### "How to Use" Information Needed

The manicuring scissors that comes back for repair is often given a great deal of abuse due to lack of knowledge on the care of a quality pair. The manicuring scissors may be found in the sewing basket in the children's playroom, where it is constantly in use for other uses than manicuring. Educational booklets on the proper care of manicuring scissors would be most welcomed.

The perfume atomizer—of popular price—will stop spraying at a most inopportune time without warning. Because the average woman is not scientifically minded on the care of such important gadgets, the atomizer comes back to the counter for adjustment. Simple instructions on its care will help to prevent their returns.

# Important Face Powder Factors

*A Continuation of the Interesting Study  
Started in Last Month's Issue*

by RALPH H. AUCH, A.B., Ch.E.

AS many as forty face powders carrying the "Flesh" or equivalent sticker have been lined up for inspection and no two have been found identical in shade. It is futile then to attempt to be specific in offering definite tinting suggestions. The following may prove helpful in a general way. Care must be exercised in the selection of color, for while legal restrictions are few at the moment, the future bids fair to see them multiply and become more drastic.

Water soluble colors should not be used as they will streak the complexion in hot or humid weather. This is obvious yet upon analysis of fourteen well-known brands, taken at random, one dime store powder, three treatment line powders and one powder for colored trade, contained water soluble colors. It is significant that of the seven nationally advertised brands, not one contained water soluble color. Either they have profited by previous grief or were smart enough not to have ever used them.

Alcohol soluble colors should be used sparingly, if at all for they are notoriously fugitive to light. Yet! the use of alcohol soluble colors is quite general. Nine out of fifteen brands taken at random were found to contain alcohol soluble colors. Treatment line powders again were offenders, suggesting that either they need some consulting service or lack the facilities or else won't take the pains to incorporate the proper dry colors.

Oil soluble colors are out of the question, so only pigments and lakes remain. They constitute the safest and best colors for face powder work. The earthy pigments, such as ochre, sienna and venetian red lack brilliance and the finished face powder has a distasteful, dirty appearance that simply can't be overcome. The first named is best replaced with synthetic ochre, and the other two with lakes.

Pigments and lakes are admittedly difficult to incorporate in face powder. Perhaps the best way is to incorporate them in ten or twenty times their weight of talc in a pot mill. Then incorporate this intimately mixed material with the rest of the ingredients in the powder mixer. By this method, color spots can be avoided.

Color spots are inexcusable. Not only are they wasteful of the relatively expensive color, but on rubbing out with the puff on the skin, the shade becomes darker. Then, too, the powder puff becomes contaminated and dirty looking in no time. On examination of twenty face powders, three were found to contain color spots. One of these three happened to be a relatively newcomer, merchandising aggressively just now, but he is certainly riding for a fall.

One further comment before passing to the matter of odor. "High Brown" is a favorite name among manufacturers catering to colored trade and is certainly ill chosen and distasteful. This is not surmise, it has been definitely ascertained by complaints from colored folks.



## Importance of Odor

The importance of the odor of a face powder cannot be overestimated. While it cannot be said that an odor will make any given brand repeat, since quality and characteristics do that, nevertheless a good odor is an asset in getting that first box into milady's boudoir.

It is futile again to offer definite suggestions on perfuming face powder. Only a few generalities will be drawn. A bouquet type has been demonstrated to enjoy wider acceptance than a single flower odor. A determined effort should be made to avoid any "earthy" note and incorporate ingredients that fully cover the natural tendency in that direction.

Many manufacturers scent too highly. There can be no argument that the relatively cheap odor used in face powder should not be used in such concentration as to compete with or overshadow the exquisite perfume subsequently applied by the fastidious.

The only excuse for scenting too highly is that the perfume is dissipated in the powder in the interval between manufacture and consumption. Right! In ten nationally advertised brands held in original containers for four years, only one retained its odor satisfactorily. One retained the odor reasonably satisfactorily; three only fairly well, while three developed a characteristic earthy odor and the remaining two smelled only of the gummy or resinous fixatives. Four years is a long time but high priced lines in small neighborhood stores often warm the shelves a long, long time.

The amount of perfume oil of average concentration to use is approximately ten ounces per hundred weight. Of course, if it is loaded with tinctures or relatively inodorous fixatives this figure must be correspondingly increased. The above figure was arrived at through a large group of testers, 61% of whom choose the above concentration, 18% preferred more highly scented and the remainder, or 21% would like a more delicately perfumed powder. This was among those in a group that had previously expressed themselves as liking the odor used.

Magnesium carbonate need not be used to disperse the perfume as stated earlier, if the talc is highly pure and especially low in iron and calcium salts. Many perfume compounds are too high in the resins. If they

*(Continued on Page 434)*



# TRADE NOTES



## Code Compliance Rules Set Up

The budget for the Perfume, Cosmetic and Other Toilet Preparations Code Authority has been approved and the Code Authority is now actively engaged in the work of collecting information looking to the enforcement of the cosmetic code.

Its latest work has been the development of rules of procedure for handling trade practice complaints. These will be handled by a committee of five selected every three months by a majority vote of the Code Authority. The administration member of the Code Authority will be a member of the committee without vote but with veto power over the proposal for the settlement of any complaint. Complaints must be in writing and must be filed with the secretary of the committee at the headquarters of the Code Authority. They will then be examined to make sure they relate to the Toilet Preparations Code and are of the type which the committee is authorized to handle.



CHARLES S. WELCH  
*Code Authority Secretary*

If they are accepted, the respondent will be informed by registered mail of the nature of the complaint with a request for a statement of his position to be submitted to the secretary within ten days. In the case of admission of the violation, accompanied by proof that the respondent is now complying, or is willing to comply, the complaint will be filed as adjusted. In case the respondent denies the facts, a field adjuster, an employee of either the Code Authority or the N. R. A., will visit him to ascertain the facts. After his report is made, the respondent will be given an opportunity to be heard or to file a written statement if he so desires. If necessary, a hearing will be arranged.

If the committee is unable to adjust the complaint, the complete file may be transmitted to the Code Authority with the committee's recommendation and if there is then a failure to adjust the complaint, it will be sent to the N. R. A. Either party may appeal from the findings of the committee to the N. R. A.

While the proceedings in these complaints under the rules must be kept secret, at least until the final settlement is arrived at, it is understood that several complaints have already been filed and that one in particular involves the much debated question of the proper identification of demonstrators in the retail stores.

## Armand Appeals F. T. C. Ruling

The Armand Co., Des Moines, on October 8 appealed to the U. S. Circuit Court of Appeals for a review of the Federal Trade Commission's order restraining it from making resale price agreements with dealers. The Armand case was before the Commission from 1923 to 1929, and the order to desist its practices against price-cutting was issued on January 27, 1933.

"The company delayed filing a petition for a court review and reversal of this order," says Charles Wesley Dunn, its attorney, "in the hope that there would be code action under the NRA that would make this expensive lawsuit unnecessary. However, it is now clear that there will be no code action that will support the Armand policy of resale profit protection."

## Vivaudou Tries Price Stabilization

V. Vivaudou, Inc., New York, has put into effect a price stabilization program, designed to assure the retailer a fair margin of profit on their products even when sold at the minimum resale prices.

Samuel L. Antonow, president, in announcing the plan, states that V. Vivaudou, Inc., has committed itself to a price stabilization program designed to assure all members of the retail trade a profit on the sale of its merchandise and to protect them against ruthless price cutting on its products.

## General Products Laboratories Formed

General Products Laboratories, Columbus, Ohio, recently organized to manufacture cosmetics and hair preparations, has taken a four story building at 135 East Spring street in that city for manufacturing quarters. William P. Faundree is chief chemist and general manager and Herbert Stocklin, superintendent. Machinery and equipment are being installed and production will begin in the near future.

## New Utah Cosmetic Company

The Technical Supply Co. has been organized in Provo, Utah, by George A. Startup, well-known Western business man and native of Provo. It will manufacture a great variety of products, including lotions, oils, creams, shampoos, rouge, food colors, extracts, stains, face powders, and cosmetics generally. The products will bear the trade name of "Tesco". Mr. Startup was the founder of the Startup Candy Co., of Provo, which he headed for many years and which operates a plant in Provo. Associated with him will be a son who will represent the firm in Los Angeles. The method of distribution will probably be through agents, brokers and jobbers, it was stated.



## Wholesale Druggists' 60th Convention

Members of the National Wholesale Druggists' Association agreed to make every effort to combat such radical legislation as was proposed in the Tugwell bill at their 60th annual convention at the Greenbrier hotel, White Sulphur Springs, W. Va., from October 1 to 4. They recommended that future food and drug legislation should follow the lines of the Jenckes bill. The association expressed approval of the action of the Proprietary Association in the formation of an advisory committee on advertising.

Other resolutions adopted by the convention urged the stabilization of distribution, the elimination of free deals, a special study of consignment distribution, and the calling of a special fair trade practice conference under the auspices of the Federal Trade Commission. The last step was proposed by Henry D. Faxon, retiring president, and was further invited by George McCorkle of the Federal Trade Commission.

Dr. William E. Weiss, chairman of the board of Sterling Products, Inc., Wheeling, W. Va., welcomed the convention on behalf of his state. Edward F. Hutton, New York, addressed the members on the topic, "A Business Man Looks at the Situation," discussing the American Liberty League and its objectives. His talk drew comment from Lee H. Bristol, Bristol-Myers Co.; Robert L. Lund, Lambert Pharmacal Co.; William Ochse, San Antonio Drug Co.; Ellery Mann, Zonite Products, Inc., and Carl F. G. Meyer, Meyer Brothers Drug Co.

Dr. James M. Doran, director of the Distilled Spirits Institute, spoke on "The F. A. C. A. and the Wholesale Druggist," and Edward H. Gardner, executive secretary of the advisory committee on advertising of the Proprietary Association discussed "The Advertiser's Responsibility to the Consumer." Ogden L. Mills, former Secretary of the Treasury, addressed the members on the administration's efforts toward business recovery and the accompanying governmental expenditures. Wheeler Sammons, managing director of the Drug Institute of America, presented the steps he considers essential to stabilization of the drug industry. At the annual banquet on October 4, Professor Josh Lee, of the University of Oklahoma, was the principal speaker, and Robert L. Lund, Lambert Pharmacal Co., acted as toastmaster.

A. Kiefer Mayer, of the Kiefer-Stewart Co., Indianapolis, was elected president of the association. Vice-presidents elected were Ludwig Schiff, Los Angeles; W. W. Starkey, Pittsburgh; Edward S. Albers, Knoxville, Tenn.; Sam Dunlap, Jacksonville, Fla., and Charles Bergman, New York. Members chosen for the board of control included William Ochse, San Antonio; Norman B. Livermore, San Francisco, and George Van Gorder, Cleveland.



A. KIEFER MAYER

## Soap Patent Suit to Trial

Trial of the suit of Procter & Gamble Co., and Colgate-Palmolive-Peet Co., against Lever Brothers Co., involving patents to a process for making soap powders has been started in Federal District Court in South Bend, Ind. The suit involves the "spray process" for the manufacture of soap powders, the plaintiffs charging that the Lever product, "Rinso" is an infringement of their brands of soap powders made by the use of spray towers. Both parties to the case contend that they have prior rights to this process which involves a number of patents dating from 1926, when Colgate contends it first perfected the manufacture of soap powder by spraying hot soap into a column of dry air. The contention of Lever Brothers is that this process had been previously utilized and that the patents of 1926 and subsequent dates are invalid. A distinguished array of counsel, includes Mason Trowbridge, Newton D. Baker, Judge A. C. Denison and others.

## F. W. D. A. Meets at Providence

While approving price stabilization, members of the Federal Wholesale Druggists Association voiced opposition to any plan preventing independent retailers from buying merchandise at as low a cost as competitors at their 19th annual convention, held at the Providence-Biltmore hotel, Providence, R. I., from September 16 to 19. Objection to certain tactics of the chain stores was expressed, and the association was urged to induce manufacturers of ten-cent items to make their products available to the retail drug trade through all wholesale outlets.

Governor Theodore F. Green of Rhode Island was the principal speaker at the organization's annual banquet, others who spoke including R. E. Lee Williamson, J. J. Dreyer, Billy B. Van, Percy C. Magnus and W. W.

Stephens. The discussion of price stabilization was led by Earl A. Means, Bristol-Myers Co.; J. S. Norton, Lambert Pharmacal Co.; E. V. Frankel, Frederick Stearns & Co.; R. E. Lee Williamson, Mutual Drug Co. and O. J. Cloughly, St. Louis Wholesale Drug Co.

Officers of the organization were re-elected for another term. They are: president, Harry Z. Krupp, Philadelphia Wholesale Drug Co., Philadelphia;



F. J. McDONOUGH

vice-president, L. E. Seiberlich, Northwestern Drug Co., Minneapolis; secretary, R. E. Lee Williamson, Mutual Drug Co., Baltimore; treasurer, G. A. Raab, Providence Wholesale Drug Co., Providence. As members of the executive committee, the convention named J. J. Dreyer, O. J. Cloughly, O. W. Osterlund, Paul Pearson and T. F. Williams. F. J. McDonough, of the New York Quinine & Chemical Works, Brooklyn, was elected chairman of the associate members, succeeding Percy C. Magnus, of Magnus, Mabee & Reynard, Inc., New York.

## Carlova Buys Ground in St. Louis

Following its acquisition of a manufacturing plant in St. Louis, Carlova, Inc., New York, has purchased a vacant piece of ground adjoining the three-story factory building. This gives the company ownership of half a block with frontage on two streets.

## Rosenthal Heads Mary Dunhill Sales

Herbert D. Rosenthal, well known in the toilet preparations industry through ten years of active association with leading companies, has been appointed general sales manager of Mary Dunhill, Inc., New York. This organization is handling the distribution in this country of Miss Dunhill's line of creams, lotions, astringents and other toiletries.

Mr. Rosenthal entered the trade in 1925 as a representative for Coty, Inc., and by 1928 was covering important territory for that firm. In 1931 he joined Les Parfums Marly as assistant manager of the sales department. He left this position to become sales manager of Marie Earle, Inc., and the Rallet Corp.

Always active in the improvement of conditions and relations existing in the trade, Mr. Rosenthal was elected president of the National Association of Toilet Goods Salesmen in 1933.



H. D. ROSENTHAL

## Iowa Soap Co., Holds Picnic

The Employees' Council of the Iowa Soap Co., Burlington, Ia., gave its second annual picnic and athletic games for employees at the Tri-State Fair Grounds in Burlington late in September. In the morning of the eventful day, cars were provided to take the employees from the factory to the ground where preparations had been made for a program of games and a splendid picnic dinner. Athletic events for both men and women were held including all of the old stand-bys of company field days and a few new ones such as a pipe smoking contest for men and a rolling pin throwing event for women. Music was furnished by Whalen's Novelty Orchestra, the Saftig Male Quartet, Bob Hauber's Trio and Koerner's Junior Band. In the afternoon both girls and boys played five inning baseball games and the day closed with presentation of prizes by President H. D. Banta of the company.

## Prince Matchabelli Visiting Coast

Prince Georges Matchabelli, president of Prince Matchabelli Products Corp., New York, is making a trip to the Pacific Coast territory where his company enjoys a growing distribution. Prince Matchabelli went first to Seattle and then to Portland and then down the coast to San Francisco and Los Angeles. He is expected to return about November 1st.

## Code Complaint to Special Sessions

After a hearing before Magistrate Brough in Commercial Frauds Court in New York October 5, Alexander Juster, of Morie, Inc., perfume manufacturers, will be tried in Special Sessions Court in the near future on a charge of violation of the Perfume and Cosmetics Code preferred by Coty, Inc. This is the first case of its kind since the inception of the Code. Juster is charged with having sold to a retail shop alleged "reproductions" of Coty's L'Origan, L'Aimant and Emerald Perfumes in direct violation of a provision of the Perfume, Cosmetic and Other Toilet Preparations Industry Code.

Evidence was admitted in the Commercial Frauds Court hearing that Juster had used a system of code numbers for designating the names of famous perfumes including Caron, Guerlain, Bourjois and others.

## Explosion at Gane & Ingram Plant

An explosion late in September at the plant of Gane & Ingram, Inc., in Newark, N. J., killed four employees. The men were working on a mixture of menthol and sodium and the sudden addition of water is believed to have caused the blast. Fire was confined to the laboratory with small damage.

## Drug Section Discusses NRA

The Drug, Chemical and Allied Trades Section of the New York Board of Trade, Inc., opened its regular season of monthly meetings with a dinner at the Drug and Chemical Club, New York, on September 25. Arthur D. Whiteside, president of Dun & Bradstreet, Inc., New York, and former Deputy Administrator of the NRA, spoke on "The Future of the NRA."

A discussion, which followed, was participated in by Dr. E. L. Newcomb, executive vice-president, National Wholesale Druggists' Association; Samuel A. Weiss, executive secretary, Retail Drug Code Authority for Greater New York; Ray Whidden, chairman, membership committee, Drug Institute; Frank A. Blair, chairman, Package Medicine Code Authority; Sam Henry, former member of the Darrow Board of Review, and others.

Samuel W. Fraser, of Burroughs, Wellcome & Co., chairman of the Section, presided over the gathering. A resolution in memory of the late Charles R. Rosevear, of Thurston & Braidich, was passed.

Among the new members elected to the Section were the Commercial Solvents Corp., E. I. du Pont de Nemours & Co., Wilmington, R. & H. Chemicals Department, E. I. du Pont de Nemours & Co., New York, Theodor Leonhard Wax Co., McCormick & Co., National Distillers Products Co., L. A. Salomon & Bro. and Whittaker, Clark & Daniels, Inc.

## Miss Clark Married

Miss Dorothy Whittaker Clark, daughter of Samuel H. Clark, president of Whittaker, Clark & Daniels, Inc., New York, was married on Friday evening, October 12 to Robert G. Smith. The ceremony was performed at the Halsey street Methodist Episcopal Church in Newark, N. J., and a reception at the bride's home in Maplewood, N. J. followed.

## Procter & Gamble Sales Higher

The Procter & Gamble Co., Cincinnati, enjoyed one of the biggest years in its history in point of sales volume during the twelve months ended October 1, stockholders were informed at their annual meeting on October 10 by R. R. Deupree, president of the company. He ascribed the gain to advancing commodity prices, expenditures for relief and the filling of depleted stocks of consumers, retailers and wholesalers. Mr. Deupree pointed out, however, that the cost of doing business had increased sharply and that taxes have "assumed alarming proportions."

Directors reelected included Mr. Deupree, George L. Crabbs, Charles W. Dupuis, Herbert G. French, Cecil H. Gamble, William Procter, Ralph Rogan and J. J. Rowe. Directors named from among the company's employes were Edgar Jones, Kansas City; James Waddington, Port Ivory, N. Y.; and John Robinson, Cincinnati.

## H. & H. Celebrates 45th Anniversary

Forty-five years ago an old colored inventor, a Mr. Hyde, created a formula that would clean rugs and showed the soap to T. W. Henry, an enterprising white man. This idea of selling a ready-made rug cleaning soap to housewives attracted Mr. Henry's interest and early in the year 1889, the firm of H & H Cleaner Co. was organized in Des Moines, Iowa, to manufacture what is believed to be the first special compound manufactured for cleaning rugs, carpets and upholstery.

This year the H & H Cleaner Co. is celebrating the 45th year of selling the same soap, with the identical formula except for a few modernization changes. The soap is marketed for use in hotels and other commercial establishments as well as in retail sales for household cleaning in every state in this country, in Canada and some is shipped to foreign countries.

Shortly after its organization, Mr. Henry bought out Mr. Hyde's interests and continued operating the firm until his death in 1914. The H & H Cleaner Co. was incorporated as a closed corporation in 1915 and continued using the earliest methods of manufacturing until six years ago, when J. H. Chateauvert, the present president, took the helm.

The factory has moved to newer headquarters. Modern methods of production have been installed and they now make the product in its entirety at the plant. New manufacturing and packaging machinery was put in. But the old package, the black and white wrapper is still used for the same product excepting that the wrapper has been varnished.

## Lucius Fitch Heads Cleanser Company

Lucius Fitch, the youngest son of F. W. Fitch, Des Moines, Iowa, heads the recently organized American Chemical Products Co. The new organization, a subsidiary of the F. W. Fitch Co., is engaged in the manufacture and distribution of commercial cleaning compounds, including water



LUCIUS FITCH

wax, liquid wax, wax paste, disinfectants, floor finishes, hand soaps and plumbing cleansers. This summer, "Kill-Kwick," a perfumed fly-spray was successfully introduced on the retail market in pint bottle sizes.

Lucius Fitch has been associated with his father since his school days, studying every end of the business during his vacations. He was graduated from the University of Southern California, after

which he went through the National Institute of Dyers and Cleaners at Washington, D. C.

R. H. Young, factory superintendent of the Fitch Co. and son-in-law to its president, is secretary-treasurer of the American Chemical Products Co.

## Tetlow Moves Plant and Offices

The Henry Tetlow Co. has moved its offices and manufacturing plant from 235 S. American street, Philadelphia, to 811 N. 19th Street. There has been no change in personnel or policy.



SECTION OF THE H. & H. CLEANER CO. PLANT



## Rapin Back from Europe

Louis Rapin, president and treasurer of Antoine Chiris Co., New York, has returned from a Summer spent in Europe. Mr. Rapin was away for two and one half months. In Paris and Grasse, he conferred with officials of Etablissements Antoine Chiris, represented here by his company and with his family spent a very enjoyable vacation in Switzerland.

Regarding the floral crop situation, Mr. Rapin reports that prices on almost all floral products are higher than they were a year ago and conditions in the industry much healthier. By the Spring of 1934, the heavy stocks which have been hanging over the market had been practically all disposed of with the result that the new production is in better demand. In addition, plantations of roses and jasmin are smaller than they were due to low prices in recent years and crops of these products as well as of lavender are small. Prices of flowers and floral products have advanced and a firm and healthy market seems likely to prevail during the coming season.

## McCormick Team Makes Fine Record

When McCormick & Co., Baltimore, decided to form a baseball team, they started out with one aim in view: to have a team good enough to be the leader in the Reliable Industrial League. Backed with this spirit, the team was formed from employees of the company, with Dr. A. Edison Badertscher, the company's entomologist, as manager. And McCormick & Co. soon found out that "Doc" not only knew his entomology, but his baseball as well.

Not only did the McCormick nine win the pennant of the Reliable Industrial League, but scored thirteen league victories out of fifteen and one of the players, Hans Wittag, pitcher, has been signed by the Baltimore Orioles, and another, Alex. Sparra, star second baseman has signed with Albany. Walter James, with a perfect pitching record was an outstanding member of

this team. While good batteries were an important part of the team, the other members also contributed exceptional ability, finishing with a team batting average of over .300.

Among their outstanding victories were two games in which McCormick defeated the Quantico Marines, once in Baltimore and later at the Marines' home field in Quantico. Subsequently a game between the undefeated Baltimore Police was urged and arranged for. This game was called off because of rain during the seventh inning, with a score of 8 to 5 in favor of the Police although McCormick out-hit the Cops 13 to 8. However, a return match the following week gave the McCormick team the winning score of 5 to 3.

The Reliable Industrial League played some good games during the season and the final standing of its teams is as follows:

|                 | W. | L. | P.C. |
|-----------------|----|----|------|
| McCormick       | 13 | 2  | .867 |
| Bethlehem       | 8  | 7  | .553 |
| Benco           | 7  | 7  | .500 |
| Tindco          | 7  | 8  | .467 |
| Brooklyn        | 5  | 9  | .357 |
| Standard Pharm. | 4  | 11 | .267 |

The season closed with a banquet given in honor of the team and its manager by McCormick & Co. at the Rodgers Forge Club on Friday evening, September 21, in recognition of the team's splendid performance. Charles P. McCormick, president of the company and ardent backer of the team attended with numerous other officials of the company. Lester W. Jones, president of the McCormick Athletic Association presented Dr. Badertscher with a beautiful silver cocktail shaker in appreciation for his capable managership. Fred W. Ensey, advertising manager of the company then presented silver buckle sets, with tie clasp and collar pin, to those members of the team who had displayed outstanding performances. The remaining members of the team were presented attractive McCormick Athletic Club buttons.



McCORMICK BASEBALL TEAM, L. W. JONES, PRESIDENT OF ATHLETIC CLUB, TOP ROW LEFT.



### Dr. Sayman Celebrates 81st Birthday

With 300 employes and friends as his guests, Dr. Thomas M. Sayman, president of the T. M. Sayman Products Co., St. Louis, observed his 81st birthday on September 25 at the Town Club in that city. Prominent public officials were among those who were present to pay honor to Dr. Sayman on the occasion.

After cutting a huge birthday cake, Dr. Sayman announced plans for remodeling the Town Club, a five-story structure which he recently acquired under a \$300,000 mortgage he held, and making it one of the finest women's institutions of its type in the state. The installation of gymnasium facilities and other equipment at a cost of approximately \$25,000 is planned. He has said that he may name it the Dorothy Jean Club after his 18-year-old daughter.

Following his graduation from the Cincinnati Eclectic School of Medicine and Surgery, Dr. Sayman began the manufacture and sale of the line of remedies and soaps that has been the foundation of his present business. After fifteen years at Carthage, Mo., he moved his activities to St. Louis, where he has since been located. Various toilet preparations, flavoring extracts and other items have been added to the original line, and his company now occupies a large manufacturing plant and conducts a world-wide business.

Retaining to a remarkable degree his youthful health and vigor, Dr. Sayman is still able to perform feats of strength which would be impossible to many men of half his age. His many friends in the trade will join with us in wishing him continued health and many more years of happy usefulness.



DR. SAYMAN'S BIRTHDAY PARTY, WITH THE DOCTOR IN THE CENTER OF THE GROUP OF POLICE OFFICERS AT THE TOP RIGHT

### Fergusson to Make Toiletries

The Fergusson Drug Co. has taken a large and modern building at Oregon avenue and Swanson street, Philadelphia, for the manufacture of a complete line of shaving creams, cosmetics, dentifrices, pharmaceuticals, and household products. The general offices of the firm have also been moved, the address changing from 126 N. 3rd street to 896 Drexel Building.

These changes have been made in anticipation of a large increase in business, and, according to L. Rosenman, the vice-president, the outlook is very encouraging.

### Chamberlain on Air in West

Concentrating on the western half of the country, Chamberlain Laboratories, Inc., manufacturers of "Chamberlain's Hand Lotion" will inaugurate a nightly half hour radio program on Oct. 15, according to Dr. L. H. Chamberlain, president. The new program will cover the larger stations of both the NBC and Columbia hook-ups, from Chicago west.

### Miss Green Is Married

The eldest daughter of Clifford Green, president of the Emarco Co., Boston, was married to Frank Murray of Boston, attorney for the Unity League, in St. Patrick's Church, Watertown, Mass., September 22. The bride, formerly Marion O'Shea, is a graduate of the Academy of the Assumption, Wellesley, as is her sister, Norma, who was her bridesmaid. Mr. Murray is a graduate of Georgetown University. Mr. Green gave his daughter away, and her uncle was organist for the occasion. The ceremony was followed by a reception at the Oakley Country Club, Belmont.

Mr. and Mrs. Murray went to the Chateau Frontenac, Quebec, for their honeymoon. They are making their home at 86 Strathmore Road, Brookline.

### Hammett Promoted by White King

J. D. Hammett, Jr., has been appointed supervisor of sales for the state of Texas by the White King Soap Co., Los Angeles. Mr. Hammett had been division manager for the company at Kansas City, Mo., for the last two years.

## Heads American Cosmeticians

Mrs. Winifred Fayant is the new president of the American Cosmeticians Association, elected at the recent convention of the organization held in Chicago. Along with Mrs. Fayant, the following were chosen as officers and managers: assistant to president, Mrs. Doris Lee Leeds, Chicago; vice-presidents, Mrs. Nellie Ramsay, Wichita, Kan.; Mrs. Mary Braden, Cleveland; Mrs. Anna B. Harris, New Orleans; Mrs. Elizabeth Dorr, Lexington, Ky.; Madame Auralea, New York; chairman, board of managers, Mrs. M. B. McGavran, Kansas City, Mo.; chairman, executive committee, Mrs. Ruth D. Maurer, New York; executive secretary and treasurer, Miss Frances Martell, Chicago.



WINIFRED FAYANT

In appreciation for the earnest efforts of Miss Martell in filling the office of secretary and treasurer so conscientiously during the past several years, the members voted that she be elected for a term of 5 years.

## American Oil Chemists Meet

The eighth fall meeting of the American Oil Chemists' Society was held in the Tropical ballroom of the Medinah Club, Chicago, on October 11 and 12. In addition to the presentation of technical papers, the program included informal luncheons, a banquet, a bowling tournament and other sport events.

Papers read before the session of the Society's soap division included "The Continuous Distillation of Fatty Acids," by L. M. Tolman and Stanley Goranflo, Wilson & Co., Chicago; "A Simple Test to Detect Chlorophyll in Tallow," by C. P. Long and H. B. Stevenson, Procter & Gamble Co., Cincinnati; "The Relation of Sulfonated Compounds to the Textile Industry," by A. H. Grimshaw, University of North Carolina; "Methods of Analysis of the Newer Detergents (Gardinol and Igepon Types)," by J. E. Doherty, Lever Brothers Co., Cambridge, Mass.; "A New Principle and Agent in Detergent Operations—the Utility of Sodium Hexametaphosphate as an Adjuvant to Soap," by B. H. Gilmore, Mellon Institute; "Why Does Soap Clean?" by H. A. Schuette, food chemistry department, University of Wisconsin; "A General Comparison of the Properties of Wood and Gum Rosins," by G. F. Hogg, Hercules Powder Co., Wilmington, Del.; "Rosin for Soap with a Special Reference to Wood Rosin," by Henry J. Warmuth, General Naval Stores Co., Chicago, and "Fish Oil," by W. Alexander, Werner G. Smith Co., Cleveland.

Reports were given by the chairmen of the following committees: soap, M. L. Sheely, Armour Soap Works, Chicago; glycerin analysis, J. T. R. Andrews, Procter & Gamble Co., Cincinnati; sulfonated oil, R. Hart, Hart Products Co., New York; study of papers and inks for scap wrappers, L. F. Hoyt, Larkin Co Inc, Buffalo.

## Miss Antonow Is Married

Miss Miriam Margot Antonow, daughter of Mr. and Mrs. Samuel L. Antonow of New York, was married October 4 to Henry W. Wittner, son of Mrs. Mary Wittner of Brooklyn and the late Hyman Wittner, in the oak room of the Fifth Avenue hotel by Dr. Israel Goldstein. Mr. Antonow is president of V. Vivaudou, Inc., and Mr. Wittner, a graduate of Columbia College and Columbia Law School, is now with the Vadsco Sales Corp. and is also associated with Wittner & Wittner, New York, in the practice of law. After a Southern trip, Mr. and Mrs. Wittner will reside in New York.

## Board of Trade Opens Season

The New York Board of Trade, Inc., held its first luncheon meeting for the Fall season at the Hotel Astor, New York, October 10. P. C. Magnus, president, presided and after action on several routine matters, introduced Arthur Krock, member of the Washington staff of the *New York Times*. Mr. Krock discussed the subject of "Emergency Versus Permanent Legislation", outlining what has been done by the government in its attempt to overcome the depression and briefly forecasting an improvement in the relations between the Administration and business and acts and statements by the Administration in the near future which would go far to reassuring the business world.

## Foragers See Outing Pictures

The Foragers Club Rooms in New York were the scene of a crowded meeting on September 26 when pictures of the 1934 outing taken by several amateur motion picture photographers were shown along with similar scenes from the outing of the preceding year. Luncheon was served at noon and the pictures were shown immediately afterward. Some unusually entertaining "shots" showed members in many unconventional poses and the photographers were given a hearty vote of thanks for their excellent work.

## Beauty and Styles Show at New York

The third annual American Beauty and Styles Convention was conducted at the Hotel Astor, New York, from October 8 to 11 under the supervision of Leon Pollack, managing director, and A. Lincoln Bender, exposition manager. This year's sessions were particularly well attended and were featured by instructive lectures and demonstrations and by colorful displays of cosmetics and beauty shop appliances. Hair style revues were presented every evening.

Cooperating in the exposition were the Empire State Master Hairdressers Association, Inc., and the New York Beauty Parlor Jobbers Association, Inc. Among the exhibitors were American Girl Products, S. Bonat & Bro., Braun's Alhambra Preparations, Inc., Farel Destin Cosmetics, Hyman & Hyman, Inc., National Mineral Co., Nusheen, Inc., and the Theon Co.

## Associated Laboratories Take Space

Associated Laboratories, Inc., medicines and toilet preparations, has leased quarters at 27 West 20th street, New York. The lease was negotiated through M. & L. Hess, brokers.

## Packaging Machinery Makers Elect

Members of the Packaging Machinery Manufacturers Institute at their annual convention at the Edgewater Beach hotel, Chicago, on October 12 heard addresses by J. T. Cheney, assistant deputy NRA administrator in charge of the Packaging Machinery Code, and W. J. Donald, former vice-president and secretary of the Institute and a director of the National Electric Manufacturing Association. Problems of the industry were discussed by the members in attendance.

H. H. Leonard, vice-president of the Consolidated Packaging Machinery Corp., Buffalo, was elected president of the institute for the ensuing year. H. K. Becker, vice-president and general manager, Peters Machinery Co., Chicago, and Roger L. Putnam, president, Packaging Machinery Co., Springfield, Mass., were named first and second vice-presidents. Miss Helen Stratton, New York, was chosen as secretary and treasurer.

Divisional vice-presidents and the divisions of the Institute which they head are J. L. Whitehurst, president, Burt Machinery Co., Baltimore, can labeling and casing machine; J. S. Stokes, president, Stokes & Smith Co., Philadelphia, paper box machinery; E. A. Metz, vice-president, F. X. Hooper Co., Glenarm, Md., corrugated box; E. E. Finch, vice-president, Karl Kiefer Machinery Co., Cincinnati, liquid filling; Kendall Doble, vice-president, Pneumatic Scale Corp., Quincy, Mass., dry filling; and G. Prescott Fuller, Dexter Folder Co., New York, wire stitching.

## Oertel Laboratories Move

The Oertel Laboratories have recently changed their address from 12825 Superior avenue to 10202 Superior avenue, Cleveland, Ohio.

## Felton Opens Branch Offices

The Felton Chemical Co., Brooklyn, has opened a branch in Philadelphia, located at 200 South 12th street. H. F. Dresel, formerly at the New York branch, will be in charge of the new office.

The company has also inaugurated a New England branch with offices at 80 Boylston street, Boston. D. W. Zuckerman, who up to the present has been connected with the New York sales organization, will manage the Boston office.

## Michigan Golfers Close Season

The Michigan Cosmetic & Extract Association gave its last golf tournament of the 1934 season at the Red Run Golf & Country Club, September 20. The weather was very favorable for a fine day, the first time this year for the Michigan boys, on other occasions it having poured like the very dickens. One of the out of town guests for the occasion was Luis de Hoyos, general manager of Synflour Scientific Laboratories, Monticello, N. Y. Ralph Flynn acted as water boy for the golfers, vending or otherwise purveying Seagram's brand of water as the picture shows him in action. Roy Colter, president of the association had a heck of a time keeping out of the traps. On the way to the sixth tee Roy kept striking at the old pill just like Babe Ruth tried to hit Schoolboy Rowe's fast pitch. The surprise of the day was Joe Wolff's appearance on the field of action. This was Joe's first time out this season. Jeff Snider showed exceptionally fine form in spite of the tough luck he suffered at the last tournament. After the game, and during a hilarious dinner, prizes were given to the respective players. Plans were discussed for the coming Christmas party, and after some fine card playing the boys went home.



MICHIGAN GOLFERS IN ACTION

1.—Messrs. Carr, Fournelle, Todgham, Shotwell; 2.—Roy Clarke, Ben Roberts, Andy Broderson, Wilbur Elliott; 3.—(Top) Roy Colter, E. Van Allsburg, (Bottom) W. I. MacDonald, Joe Wolff; 4.—Herb Brown, Jeff Snider; 5.—"Waterboy" Ralph Flynn; 6.—Ralph Stevenson, Ray Vicary.



## Morel Here for Visit

François Morel, one of the partners of Lautier Fils, Grasse, France, arrived on the *Ile de France* September 25 for a visit of several weeks to the American trade. He is making his headquarters with Lautier Fils, Inc., New York, American branch of his house and is visiting the trade with C. H. Bourguet, manager of this branch.

Mr. Morel was optimistic regarding conditions both here and abroad. He reports that general conditions in Europe are showing moderate improvement and that he believes that there has been a greater revival of business in America than business men here realize. He feels that world conditions are gradually assuming a position in which business men can proceed with greater confidence.

Regarding conditions in the raw material industry in Grasse, Mr. Morel confirmed the reports of others to the effect that higher prices for flowers had resulted in encouraging advances in the prices of floral products which were gradually bringing prices of these materials back to normal levels after a long period of greatly depressed quotations.



FRANÇOIS MOREL

## Eaton Heads New York Republicans

Melvin C. Eaton, vice-president of the Norwich Pharmacal Co., Norwich, N. Y., was elected chairman of the New York State committee of the Republican party at the annual meeting of that body on September 28 at Rochester. Mr. Eaton, a World War Veteran, was until recently chairman of the Chenango County committee of the Republican organization.

## Gompes Back from Latin America

Henri S. Gompes, president of Henri S. Gompes, New York manufacturers of toilet preparations, has returned from a trip to Venezuela, Trinidad in the British West Indies, Curacao in the Dutch West Indies, Nassau, and the Bahamas where his company has established a considerable and growing distribution.

## Nespor with Elmira Soap Products

Z. Nespor, advertising man and former manager of the Elmira Community Service, has been named general business manager and secretary-treasurer of Elmira Soap Products, Inc., manufacturer of "Its-It". Earl H. Daniel, inventor of the product, is president of the company.

## New Showroom for St. Denis

Parfumerie St. Denis has opened an additional showroom at 452 Fifth avenue, New York. The company's main office and showroom at 48 East 21st street in that city will be retained.

## Coming Conventions

American Bottlers of Carbonated Beverages, 106th Armory, Buffalo, N. Y., November 12-16, 1934.

Association of Canadian Perfumers and Manufacturers of Toilet Articles, Royal York hotel, Toronto, Ont., December 3.

National Association of Insecticide and Disinfectant Manufacturers, Hotel New Yorker, New York, December 10-11, 1934.

Mid-West Beauty Trade Show, Sherman hotel, Chicago, April 1-3, 1935.

## Miss Tobias With Elizabeth Maher

Miss Ann Tobias, who is well known in the industry for her work on advertising and sales promotion, has joined the organization of Elizabeth Maher, New York, where she will specialize in styling, promotion and publicity for manufacturers of toilet articles and toilet preparations.

## Fitch to Enlarge Plant

The F. W. Fitch Co., Des Moines, will build an addition to its plant this fall, according to officials of the firm. The new building will be of steel construction, 66 by 120 feet and one story high. It is to be used for additional warehouse space.

## Alsop at Liquor Show

Alsop Engineering Corp., New York, displayed its full line of "Hy-Speed" equipment at the Wine and Liquor Exhibit recently held at Grand Central Palace, New York. The display occupied two booths. Among the machines in actual operation at the Show were port-



able electric mixers, the new siphon bottle filler, and the new automatic vacuum bottle filler. The latter unit which worked continuously filling approximately 45 fifths per minute, drew favorable comments from the hundreds who stopped to watch its operation.

Sam Alsop, Charles Crowley, and Walter Freystedt of the home office were assisted by Charles Knorr and William Engesser, New Jersey and Pennsylvania representatives, respectively, in demonstrating the machines and assisting prospects in the selection of the proper equipment.



### Webb Returns from England

R. Righton Webb, treasurer of W. J. Bush & Co., Inc., New York City, returned on the *Statendam* October 14 from his annual European trip. While in London, Mr. Webb was in conference with James M. Bush, and other officials of the London house. Mr. Webb reports that business in England is remarkably good and that industrialists in Great Britain seem to be optimistic over the future.

### Metal Package Buys National Can

In line with its program of expansion, the Metal Package Corp., New York, has recently acquired the National Can Co., Boston. The latter organization has for the past 35 years been making a general line of plain and lithographed cans. Its personnel will remain practically unchanged under the new ownership.

### Marallen Acquires Lustrite

The Marallen Products Co., Brooklyn, N. Y., recently acquired control and ownership of the Lustrite Corp. also of Brooklyn. Both companies are now located at 46 Fulton street that city.

### Retail Druggists Meet at New Orleans

More than 1,000 delegates were present at the 36th annual convention of the National Association of Retail Druggists, held at the Roosevelt hotel, New Orleans, from September 24 to 28. The meeting was one of the most militant sessions in the history of the organization, the members presenting a united front in demanding equitable price stabilization and honest cooperation from manufacturers and wholesalers.

Harvey A. Henry, Los Angeles, was elected president of the association to succeed Monte L. Powell, Denver. Other officers elected were: Vice-presidents, H. L. Chichester, Macon, Ga.; Z. V. Kerrigan, St. Louis, Mo., and M. V. Hardesty, Louisville, Ky.; secretary, John W. Dargavel, Chicago, Ill.; treasurer, Oscar Rennebohm, Madison, Wis.; and members of the executive committee, John Witty, Portland, Ore.; Thomas S. Smith, Wilmington, Del.; Monte L. Powell, Denver, Col., and C. Fred Wright, Boston, Mass.

Mayor T. Semmes Walmsley of New Orleans officially welcomed the druggists to the city. Other speakers at the convention included Hugh Williamson, former United States Senator from Louisiana; H. J. Anslinger, United States Commissioner of Narcotics; Dr. James M. Doran, director of the Distilled Spirits Institute; Wheeler Sammons, managing director of the Drug Institute, and Dr. James H. Beal, chairman of the board of trustees of the United States Pharmacopeial Convention.

More than 75 nationally advertised lines of products were displayed at the convention under the auspices of the N. A. R. D. Exhibitors Association.



HARVEY A. HENRY

### Riedweg Visiting U. S. Trade

Jacques Riedweg, of L. Givaudan & Cie., Geneva, Switzerland, and Paris, is spending about six weeks in the United States visiting consumers of aromatic chemicals among whom he numbers many friends. He is making his headquarters with Givaudan-Delawanna, Inc., New York, American associate of his house and is calling on the trade with officials and salesmen of that company.



JACQUES RIEDWEG

Mr. Riedweg has already contacted many customers in the Metropolitan territory of New York and has made a brief New England trip. After a stop at Toronto, Ont., he will continue through the Middle West and on to the Pacific Coast, conferring with sales representatives of Givaudan-Delawanna and contacting their customers. He has been associated with the house of Givaudan for twenty years as perfumer and salesman, experience which has been of great value not only to his company but to consumers whose problems he studies.

Increasing business in the South and on the Pacific Coast has led to the enlargement of the branch offices of Givaudan-Delawanna, Inc., in Atlanta and Los Angeles. The office in Atlanta, under the supervision of L. C. Morris is now located in new and much larger quarters at 288 Marietta street, N. W. It was formerly in the Citizens & Southern National Bank building. Mr. Morris reports steady improvement in business necessitating more space for his operations.

Ben S. Cottle, Pacific Coast representative for the company is now located in the Dominguez-Wilshire building, 5410 Wilshire boulevard, Los Angeles, where he has double the space available at his former address, 143 1/2 North La Brea avenue. Here he has space available for ample stocks of the company's products and much more attractive and spacious office room.

### Pacific Soap Code Compliance Unit

The personnel and plans of procedure of the trade practice complaints committee for the Pacific Coast section of the soap and glycerin manufacturing industry have been approved by the National Recovery Administration. Members of the committee are A. Bloomberg, Miller Products, Inc., Los Angeles; A. L. Bobrick, Bobrick Manufacturing Corp., Los Angeles; A. F. Danz, Colgate-Palmolive-Peet Co., Berkeley; H. Feldman, Mount Hood Soap Co., Portland; L. Fishbeck, Fischbeck Soap Co., San Francisco; B. F. Flynn, Pacific Soap Co., Los Angeles; C. E. Gordon, Gordon-Allen, Ltd., San Francisco; L. Hockwald, Hockwald Chemical Co., San Francisco; F. H. Merrill, Los Angeles Soap Co., Los Angeles; E. C. Moffatt, Procter & Gamble Co., San Francisco; S. B. Pigeon, Lever Brothers Co., San Francisco; C. A. Staco, Armour & Co., Los Angeles, and E. Westwood, National Soap Co., Tacoma.

## Dr. Verley Visits Representatives

Dr. Albert Verley, founder and head of Etablissements Albert Verley, Paris, spent two weeks here early this month with the American representatives of his house, Albert Verley, Inc., Chicago and New York, conferring with D. A. Bennett, president, and L. J. Zollinger, vice-president of the American company. Dr. Verley's long experience in the production of perfume materials makes his comments on the industry's progress of unusual interest. When interviewed, he said:

"In the dyestuff industry natural products have been largely replaced by synthetics and no doubt somewhat the same future may be predicted for the perfume industry.



DR. ALBERT VERLEY

"More than forty-five years ago, when I was studying for my Doctor's degree in the University of Paris under that eminent scientist, Charles Friedel, I recall one afternoon when he called me into his private laboratory and showed me a bottle containing a few drops of a yellow liquid. He explained that the bottle contained a new chemical body called irone sent to him by his colleague, Tiemann, professor at the University of Berlin, who had succeeded in extracting it from orris root and in determining its molecular constitution.

"That moment determined my vocation and I decided to devote my life to the chemistry of perfumes and vowed to synthesize that wonderful substance. It was not an easy task and I had to adhere to my oath for a long time.

"My first work on perfume synthesis was a cheap process for making vanillin which brought the price down sharply. It is interesting to note that this process is still being used both in Europe and in America. This work and Tiemann's discovery of ionone were really the starting point of aromatic chemistry. It has been found since that nearly all essential oils contain about the same elements, geraniol, linalool, eugenol and a few others. The differences arise from other substances of very powerful odor existing in very small quantities along with the main body. For instance, irone in orris, jasmone in jasmin, tuberone in tuberose, muskone in musk, civetone in civet, nerol in neroli and rose, and many others impart specific characters to these oils. Many of these bodies have been reproduced synthetically and thus the scope of the perfumer has been widened. But up until now, two of the most important of these bodies, irone and jasmone, have eluded the efforts of synthesists.

"The difficulty of reproducing these bodies arises from the fact that they are of very delicate constitution and so subject to chemical action that they are destroyed in the retorts in the process of manufacture. We know little of the laws which govern their formation in the plants themselves, but it was by an analogous process, namely by operating in the cold, by means of catalysts,

that I have recently succeeded in producing these substances on a commercial scale.

"Synthetic irone has exactly the same chemical and physical properties as the natural irone described by Tiemann, excepting that the rotation is to the left instead of the right. Synthetic jasmone is a homologue of natural jasmone; that is, it has the same molecular structure with one more atom, giving it a deeper fragrance than the perfume of natural jasmone.

"What then is the future of perfumery? It might seem that since nearly every natural substance has been investigated and reproduced, the work is finished, but that is not the case. In addition to natural substances there is an infinite number of odoriferous materials which the chemist can make, but which have no counterpart in nature. All of them, however, must be blended with the natural elements made by the plants, in order to produce a really fine perfume.

"It is exactly the same as in the art of music. A composer may imagine strange harmonies and new rhythms but, if he disregards the laws of melody and harmony, he will produce only noise, not music."

## Glyco Sales Office at New Address

Sales and purchasing departments of Glyco Products Co., Inc., are now located in the Flatiron building New York. Plant and laboratory remains at the old address in Bush Terminal, Brooklyn.

## Another Perfume-Picture Tie-up

Co-operation between the screen and perfumes is again emphasized in the recently released motion picture "Scarlet Empress" featuring Marlene Dietrich as Em-

press Catherine of Russia. In a boudoir scene in that photoplay a large bottle of the Lengyel "Essence Imperiale Russe" is featured and both in the theatre and in other publicity, the connection with the picture is being utilized excellently by the maker, Lengyel, Inc., New York. The accompanying illustration is one of the advertisements which have been prepared to capitalize the tie-up between the perfume and the screen. On a few



other occasions manufacturers of cosmetics have taken advantage of similar cinema scenes but the instances have been by no means as frequent as the opportunities for utilizing this excellent publicity method.

## Provident Chemical Expanding Plant

The Provident Chemical Works, St. Louis, is constructing a one story addition to its factory at 8011 Idaho avenue, St. Louis, to be used as a factory office.

## Testimonial Dinner for Doolittle

A testimonial dinner was tendered Addington Doolittle, president of Compagnie Parento, Inc., by his associates and employees on September 14. The affair, a surprise one, held at Mikado Inn, Croton-on-Hudson, commemorated the fifteenth anniversary of Mr. Doolittle's leadership.

As a token of appreciation and devotion, a bronze tablet inscribed for the occasion was presented to Mr. Doolittle. In acceptance, Mr. Doolittle extemporaneously reviewed the history of the firm. The inscription on the tablet read: "Testimonial to Addington Doolittle, President of Compagnie Parento, Incorporated—in commemoration of fifteen years of Admirable Leadership—Presented by his associates and employees 1934."

D. E. Picciano, vice-president of Compagnie Parento, Inc., was master of ceremonies and made the presentation. E. C. Barton, secretary and treasurer of Compagnie Parento, Ltd., of Canada assisted in leading the group in novelty songs. Brief addresses were also made by D. E. Picciano, B. A. Acker, E. C. Barton and Dr. V. G. Fourman, chief chemist. Soloists and dancing after the dinner made the affair a memorable occasion to all.

E. C. Barton, secretary and general manager of Compagnie Parento of Canada, Toronto, and Mrs. Barton were in New York during September for a holiday. Mr. Barton also spent several days at the company's Croton-on-Hudson offices conferring with various members of the firm regarding plans for the future.

## More Pharmacy Students at Columbia

With a freshman class enrollment considerably larger than that of last year, the College of Pharmacy of the City of New York at Columbia University opened its 105th annual session on September 17. The entire enrollment of regularly matriculated students number 337, of whom 140 are in the freshman class and fifteen are new students with advanced standing. About fifty additional students are expected for special evening courses.

The first quarterly meeting of members of the college was conducted October 16, at which time reports from delegates to various pharmaceutical conventions were heard.

The cosmetic course conducted by Prof. Curt P. Wimmer at the college opened for the Autumn semester October 2. About 25 students were present, and after welcoming the members of the class, Dr. Wimmer gave a resume of the program of lectures and laboratory work to be followed.

The course has been conducted for many years by Prof. Wimmer and a fair proportion of those who have completed the course have found worthwhile positions in the trade.

## Landsheft with Boonton Molding

Charles F. Landsheft is now representing the Boonton Molding Co., Boonton, N. J., in the states of New Jersey and Pennsylvania. Mr. Landsheft was formerly associated with General Plastics, Inc., North Tonawanda, N. Y.

The Boonton Molding Co. presented an exhibit of its products at the Industrial Materials Exhibition, held at the Park Central hotel, New York, from October 15 to 19.



Of those standing, E. C. Barton, secretary and treasurer, Compagnie Parento, Ltd., is at the extreme left; fifth from left is D. E. Picciano, vice-president, Compagnie Parento, Inc.; tenth from left, Benjamin A. Acker, auditor of the company; fourteenth from left, M. A. Picciano, research chemist; and extreme right, Dr. Victor G. Fourman, chief chemist. Mr. Doolittle is seated in the center of the front row.



## Beauty Exhibition at London

The Hairdressing Fair, held from September 25 to October 4, at Olympia, London, under the patronage of H.H. The Princess Helena Victoria, is claimed by the organizers to have been the world's largest exposition of its kind. In addition to hairdressing, perfumes and beauty products of all kinds were exhibited. As compared with the last Hairdressing Fair held in London in 1932, an increase in the number of high priced articles was noticeable, indicating the continued growth of interest in beauty culture in Great Britain and the country's gradual return to prosperity.

Visiting the Fair was in every way an enjoyable experience, and the smiling presence of Miss Marcia



Franklin, Olympia's Fair Queen of Beauty, at all functions, added to the atmosphere of culture and charm which pervaded the exhibition.

With respect to perfume novelties, pride of place must be accorded to Coty's "A Suma", in its intriguing Oriental pack. There were interesting and very attractive displays of perfumes and perfumed cosmetics by Morny, Bourjois, Molyneux, and Houbigant. Morny

made a special display of "Tentation", a new perfume which has already proved immensely popular in Great Britain. The appeal of the perfume is enhanced by the bright red and white packs, so strongly in harmony with modern artistic taste.

Molyneux exhibited a 98 oz. bottle of their world-famous "le Numero Cinq", retailing in Great Britain at £100, as well as new lines in de luxe creams and other beauty products.

Bourjois made a special display of "Evening in Paris" and "Fiancée" in a new pack for the Christmas trade. The perfume is contained in the clapper of a glass bell. The bells are decorated with colored ribbons and are intended for hanging on Christmas trees. They emit a pleasant tinkle when gently shaken, and should prove decidedly popular.

A number of Houbigant's products were shown, including new and lighter forms of "Quelques Fleurs" and "Presence", known, in accordance with French nomenclature, as "Colognes".

Leichner's red and white displays of make-up requisites was both attractive and interesting. The firm has recently designed a chart for "perfect make-up", showing the colors to be selected for rouges and eye-shadows for day and evening wear by nine different types as determined by the complexion and color of the hair. New rouge compacts, lipsticks and powder creams in ruby glass jars were shown, as well as a "Beauty Set", comprising rouges for lips and cheeks, eye-shadow, and three tiny tins of cream and powder, the whole retailing in Great Britain at 6d.

Gambles made a special display of "Cutex" preparations, including the new opaque lacquers in four shades, and the new "Cutex" non-greasy hand cream. The "Louis Phillipe" face powders packed in gilt boxes to harmonize with the firm's lipstick containers were also shown.

Of dentifrices, perhaps the most interesting display was that of John Walton's "Email Diamant", an American invention, very well known in France and becoming better known in Great Britain than formerly.

Soapless shampoos were in evidence, and one firm had a special display illustrating the superiority of these products over the old-fashioned soap shampoos. Hair-dyes, stated to be free from "para" and its derivatives, were in much evidence, and demonstrations were given. Mention, in this connection, may be made of "Nopara", "Clynol" (known in America as "Clairol"), and "Oloxo". "Clynol" is made on a soapy base, this facilitating application.

Finally, reference may be made to "Chic-pak" shown by J. Gaw & Co. This is a new type of molded powder container for the dressing table, which, it is understood, is shortly to be placed on the American market. The advantages claimed for this container are that it can be filled without emptying the box in which the powder is bought, the whole box being placed in the container, and that the powder cannot spill.

## Carl Schmid Back from Coast

Carl Schmid, vice-president of Julius Schmid, Inc., has returned to the New York headquarters of the company following an extended business trip on the Pacific Coast. Mr. Schmid plans to remain in New York for an indefinite period.



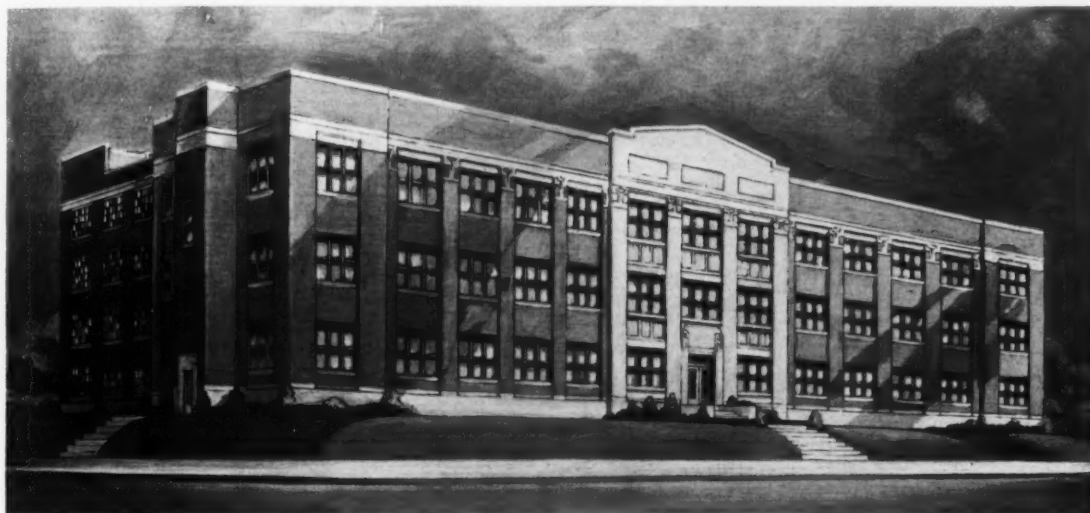
### Dedicate New Lilly & Co. Laboratory

With several internationally known scientists participating in the ceremonies, Eli Lilly & Co., manufacturers of pharmaceutical products and specialties, formally dedicated their new research laboratories at Indianapolis on October 11. The program extended into the following day, and more than a thousand guests from various fields of medical and pharmaceutical activity were entertained by the company.

Eli Lilly, president of the organization, introduced the speakers, who included Dr. Irving Langmuir, 1932 Nobel prize winner and director of research for the General Electric Co.; Sir Frederick Banting, University of Toronto; Sir Henry Dale, director of the National

institute for Medical Research, London, England; J. K. Lilly, chairman of the board, Eli Lilly & Co., and other noted technical men. A dinner at the Indianapolis Athletic Club concluded the program.

The main building of the new Lilly Research Laboratories has a frontage of 220 feet and is 53 feet deep. Three stories and a basement provide floor space for the offices of the research group and for the laboratories. A four-story wing, 84 by 53 feet, extends back of the main building and is occupied by animal quarters. A demonstration amphitheatre where the pharmacological action of drugs can be shown to visitors is included in the main building, and a library with capacity for 15,000 volumes has been provided.



### Pfaudler Opens Boston Office

Prompted by the increase in business in the New England section, the Pfaudler Co., Rochester, has opened a Boston office at 424 Square Park building, directly across the street from Hotel Statler. In charge will be M. J. Goodwin who has represented Pfaudler for many years. He will be assisted by J. E. Soares and S. J. Green, who have a thorough knowledge of glass lined equipment. In addition to the general line of Pfaudler glass lined chemical equipment, the Boston organization will handle glass lined pipe and fittings.

### Ebert on Motoring Vacation

S. H. Ebert, secretary of the Interstate Color Co., New York, has returned from an automobile vacation trip of 1300 miles made with Mrs. Ebert through New York State and Pennsylvania. The trip included a visit to the Howe Caverns, N. Y. and places of interest in Pennsylvania.

### Consolidated Litho. Opens N. Y. Office

Consolidating Lithographing Corp., Brooklyn, N. Y., maker of display material, labels and other lithographed products, has opened a New York office at 1440 Broadway.

### Smith Back from Vacation

Alvin E. Smith, sales manager for George Silver Import Co., New York, has returned from a vacation trip to Canada where he reports much success in fishing. At Lac Jones in northern Quebec he reports a catch of 50 trout, and in Lac Fournier, Ontario he captured a 5½ lb. small mouth black bass. The latter catch was unusual, and Mr. Smith is having the prize mounted by a taxidermist.

### Leser in New Quarters

J. W. Leser & Co., manufacturers' representatives, Los Angeles, Calif., have moved from 1312 Produce street to more central quarters at 2464 Enterprise street. The company was established in 1929 to handle materials and supplies for the cosmetic and allied trades. Among the accounts represented in Los Angeles territory are Alsop Engineering Corp., Art Tube Co., Harmon Color Works and others.

### Dalara, Inc., at New Address

Dalara, Inc., has moved its offices to new quarters at 521 Fifth avenue, New York. The company is now inaugurating a campaign of national advertising to increase the distribution of its "Trulip" lipsticks.

## California Citrus Oil Organization

We are pleased to present a group of officials of the Exchange Orange Products Co., Inc., Ontario, Calif. photographed by our roving reporter during the summer. The general manager is E. T. Cassel, who has been responsible for building up this company and also



H. S. BAILEY, C. P. WILSON, E. T. CASSEL, AND M. L. CHAPMAN

the Exchange Lemon Products Co., Inc. at Corona, both affiliated with the California Fruit Growers Exchange. The Companies produce orange oil, lemon oil, pectin, citric acid, etc. and have an effective international selling organization. The assistant general manager is C. P. Wilson and sales manager M. L. Chapman. H. S. Bailey is superintendent of the Ontario plant.

Messrs. Wilson and Chapman came to New York this month, the former by plane and he is enthusiastic about the over-night service from Los Angeles.

These fortunate gentlemen have their business headquarters in that section of Southern California where many Easterners hope to locate when adequate prosperity returns.

## Palmer-Schuster Representing Suppliers

Palmer-Schuster Co., was recently organized with headquarters in Cleveland, Ohio, to represent manufacturers of raw materials and supplies for the drug trade in that city and adjacent territory. The principals are Fred H. Palmer, Jr., formerly a manufacturers' representative under his own name and Carl T. Schuster formerly with Worlds' Products Trading Co., of Cleveland. The new organization represents the Art Tube Co., Brooklyn Color Works, Inc., Darling & Co., Empire Distilling Corp., Standard Aromatics, Inc., Sherwood Petroleum Co., and Whittaker, Clark & Daniels, Inc.

## Marriage of Edward Bush

It is a pleasure to congratulate Edward Bush, son of B. T. Bush of the Naugatuck Chemical Co., on his marriage on September 22nd to Miss Edith Hauser of Mountain Lakes, N. J. The ceremony was performed at the home of the bride.

## Wilhelm Represents Budd Aromatic

Budd Aromatic Chemical Co., New York, has appointed J. Wilhelm as Middle West representative, with offices at 38 South Dearborn street, Chicago, Ill.

## New Accounts for Naugatuck

The Naugatuck Chemical Co., New York City, has been appointed selling agent in the United States for Bruno Court, Grasse, France, and for Compagnie Africaine des Plantes a Parfums which is affiliated with the Bruno Court organization. Bruno Court is well known in the United States as a manufacturer of floral oils and natural perfume raw materials, having been represented here for many years. The Compagnie Africaine was organized to develop and exploit the resources of northern Africa for the production of perfume raw materials and other natural products.

The company has also been appointed American representative for Laboratories Louis Bornand, Paris. This company manufactures aromatic chemicals and synthetic perfume raw materials and under its arrangement with the Naugatuck Chemical Co. a number of these products will be manufactured in America. Mr. Bornand will continue research and development work in the Paris laboratories and manufacturing for the American trade will be conducted at Naugatuck, Conn. under the direct supervision of one of Mr. Bornand's associates.

The products of all of these companies will be distributed through the Aromatics Division of the Naugatuck Chemical Co. which is under the direction of B. T. Bush, who has been associated with the perfume raw materials industry for many years. He is splendidly equipped to establish the distribution of these and the aromatic chemicals manufactured by the Naugatuck Chemical Co. among the manufacturers of perfumes, cosmetics, soaps and flavors.

## Schram Represents Florasynth in Chicago

Florasynth Laboratories, New York City, has appointed a special representative to take care of its growing business in Chicago, Milwaukee and Winona, Minn. William S. Schram, the new Florasynth Chicago man, is located at 10 West Kinzie street and will contact the trade in these three cities. The company believes that Mr. Schram's appointment will be productive of better service to the trade in that territory and plans by the end of the year to have substantial stocks of its products available for direct delivery from the Chicago address. The telephone number of the Chicago branch is Superior 7003.



WILLIAM S. SCHRAM

## A Correction

In our September issue under Business Records we reported that an involuntary petition in bankruptcy had been filed against the Mt. Hood Soap Company, Portland, Oregon. We are glad to make a correction of this statement, which was due to the carelessness of the correspondent, who should have stated that the Mt. Hood Soap Co. was a petitioning creditor in a case against another house.

## Charles Robert Rosevear

Charles Robert Rosevear, partner in the firm of Thurston & Braidich, New York, importers of gums and vanilla beans, died at his home in Montclair, N. J., September 22 at the age of 75. Mr. Rosevear was born in Cornwall, England, but came to this country at an early age, engaging in the wholesale drug business with the old firm of Lazell, Marsh & Gardner. Here he developed sales ability and became known as one of the best salesmen in the wholesale drug trade.

At the beginning of 1891, he left the wholesale drug house to join Thurston & Braidich and in 1905 became a partner in the firm. With J. Edward Young, Jr., senior partner he formed a new partnership in 1920 under the former name which continued until early this year when three younger employees of the house were admitted as partners. Mr. Rosevear was widely known as an expert on gums and his work in recent years has been principally in that end of the business.

He was a member of the Lake Hopatcong Country Club and had for years owned and sailed yachts on the lake. He was also a member of the First Congregational Church of Montclair. Surviving are his widow, Mrs. Edith Doremus Rosevear and two sons Charles R., Jr., and Lloyd K. Rosevear, the former being a partner in Thurston & Braidich. Funeral services were held from his late home on September 25 and were attended by a large delegation from the trade.



THE LATE  
CHARLES R. ROSEVEAR

## Mrs. John C. Robinson

Mrs. John C. Robinson of Dallas, Tex., died in that city on September 17, less than five months after the death of her husband, who had long been associated with Merck & Co., Inc., Rahway, N. J. Mr. Robinson died on April 25. Born in Baltimore August 10, 1860, Mrs. Robinson was married in 1882 and had lived in Dallas 35 years. She leaves three sons, Lewis W. Robinson, Coral Gables, Fla.; Frank T. Robinson, Chicago, and E. O. Robinson, Dallas; one daughter, Mrs. Louis B. Trenchard, New York; five sisters and four grandchildren.

## Frank H. Taylor

Frank H. Taylor, former president of the S. S. White Dental Manufacturing Co., died in the Pennsylvania hospital, Philadelphia, on September 18. Mr. Taylor, who was 78 years old, retired from active business several years ago. He leaves his wife, Mrs. Rebecca Nicholson Taylor, and four sons, Colonel William N. Taylor, Paris; F. Carroll Taylor, New York; Roger W. Taylor and Dr. Norman H. Taylor, Philadelphia.

## Clarence V. Mangan

We record with regret the death on September 24 of Clarence V. Mangan, formerly sales manager of the Henry Tetlow Co., Philadelphia. Mr. Mangan retired about two years ago because of ill health. He leaves two sisters. He was a member of the Traveling Men's Auxiliary of the Pennsylvania State Pharmaceutical Association.

## William J. Ward

William J. Ward, assistant general sales manager of Merck & Co., Rahway, N. J., died suddenly at his home in Westfield, N. J., September 23. Mr. Ward was 46 years of age and was one of the oldest Merck employees in point of service. Born in Brooklyn, he received his early education in that city and joined the Merck organization upon graduation from school thirty years ago. He rapidly acquired an authoritative knowledge of markets for drugs and chemicals and became sales price controller several years ago, retaining the duties of that position until his death. Mr. Ward leaves his widow, Mrs. Helen Michels Ward, a brother and two sisters.

## Christian G. Euler

Christian G. Euler, for sixty years connected with the essential oil trade in the United States, died at his home in Passaic, N. J. October 11 at the age of 76. Mr. Euler was born in Germany but came to this country in 1874 after a year's experience in Europe. Soon

after his arrival he entered the essential oil business and served in various capacities with a prominent house until 1895 when with the late W. B. Robeson, he established the firm of Euler & Robeson.

This partnership lasted for 20 years and during that period, the firm represented a number of important foreign houses including Etabs. Antoine Chiris, Grasse, France and Shipkoff & Co., Kazanlik, Bulgaria. In 1915, Mr.



THE LATE  
CHRISTIAN G. EULER

Euler severed his old connections and entered business under his own name as an importer of essential oils and allied products. He retained the Shipkoff agency and later established Shipkoff & Co., Inc., of New York, to act as the American branch for the Bulgarian company.

Mr. Euler was one of the most widely known and deeply respected men in the essential oil trade. Despite advancing years, he retained to the end his youthful outlook on men and affairs and his keen interest in everything affecting the essential oil industry. He leaves two daughters, Charlotte Euler and Mrs. Julia Holzrichter of Passaic and three grandchildren. His wife died early in January.

Funeral services were held from his late home on October 13 and were attended by a delegation of his friends and associates in the trade.



## Adam Adamson

Adam Adamson, the world's best-known ambergris gatherer, has died in New Zealand, aged 57. Adamson had a romantic career. It was while serving in the British Navy as a youth that ambergris began to mean something to him. He learned all about this strange product of the spermaceti whale, about its scent-fixation properties, and how, because of that, it was of high value in the making of perfumes. As a result, his "great idea" came to him.

When he left the Navy he went to New Zealand and made a close study of the ocean currents around the south coast. He learned that into Masons Bay, Stewart Island, there swept a strong Antarctic current. He investigated, and found that the current frequently brought with it ambergris cast off by whales in the distant Ross Sea.

Satisfied with his inquiries, Adamson decided to settle at Masons Bay, even though it was one of the loneliest spots around New Zealand. He erected a rough hut and there he lived alone, except for his dogs and the sea birds, for more than 30 years. Daily he patrolled the beach and almost daily he gathered his harvest of ambergris. Sometimes he had unusually large finds. They brought him riches, but he stayed on, living virtually the life of a hermit. In course of time he became known as "the ambergris king" of New Zealand. He was the only professional ambergris gatherer in that country, and one of the very few in the world. Adamson was a native of the Shetland Islands.

## Henry Stein

Henry Stein, director and former assistant treasurer of Merck & Co., Inc., Rahway, N. J., died at his home in Jersey City on September 27. Born in Darmstadt, Germany, Mr. Stein was associated with E. Merck in that city as a youth and joined the Merck organization in the United States shortly after its establishment in 1891.

## Robert G. A. Callmeyer

Robert Gustavus Amedee Callmeyer, for many years connected with the essential oil industry, died at his home in East Orange, N. J., October 15 at the age of 66. Mr. Callmeyer was for some years with Antoine Chiris Co., and later became associated with Julian W. Lyon & Co., of which he was vice-president and sales manager. He leaves his widow, Helen E. Moon Callmeyer. A solemn High Mass of Requiem was celebrated at St. Vincent's Church, Madison, N. J. October 17.

## Frank G. Kenne

We record with deep regret the recent death of Frank G. Kenne of San Francisco. Mr. Kenne was for many years associated with Paul Rieger & Co., perfumers of that city.

### A Business Asset

*The P. W. Byrd, Ph. C., Research Laboratories*

We enjoy THE PERFUMER, and consider it an asset in our business.

## Chicago Trade Notes

**E**MBARKING upon its Winter season, the Chicago Perfumery, Soap and Extract Association has selected December 13, as the date for its annual Christmas banquet, to be held at the Knickerbocker hotel. While complete details of the program will not be released until next month, Chairman Russell Brown vouchsafed the advance information that this year's Perfumers Frolics will fairly sparkle with fascinating and snappy entertainment, more elaborate and utterly different than ever attempted at previous affairs, interspersed with music that promises to keep dance floor crowded. Adhering to its long established custom, each lady will receive the usual "Treasure Bag", loaded with every conceivable toilet requisite, donated to the Association by leading manufacturers throughout the country. Appreciating it as an excellent means of advertising by placing new products directly before their feminine customers, the manufacturers have assured the Association of loads of items to fill the souvenir bags to overflowing. Complete notice of this banquet will follow in our November issue.

## Drug & Chemical Assn. Xmas Party

The Chicago Drug and Chemical Association will hold its Christmas Party on December 20, but the place has not been decided upon as yet. The affair will be up to the usual standard, as the Chemical Party is always something to be remembered.

## Congratulating Mr. and Mrs. Vance

Congratulations are extended to Mrs. and Mr. M. B. Vance for the arrival of a bouncing boy born on September 25th. The new arrival, named Joel Martin Vance, and his mother are both doing nicely. Mr. Vance is connected with the Chicago office of Givaudan-Delawanna, Inc.

## Blast Damages Wilson Laboratories

The Wilson Laboratories, located at 4221 South Western avenue, suffered from a severe explosion late last month. Several people were injured, and the concern sustained a considerable loss of manufacturing equipment.

## Bowler Heads "Boyer" Sales

H. J. Bowler has been appointed sales manager of the "Boyer" line manufactured by Boyer, the Society Parfumeur, Chicago. Mr. Bowler has been associated with the company for some time as assistant to the late Clyde Stone, general sales manager of the company. No general sales manager has been appointed to succeed Mr. Stone.

## A Veritable Encyclopedia

*Helen Macbles*

Your magazine is very valuable to the Trade and is a very fine encyclopedia with the best news and latest technical developments.



## Circulars, Price Lists, etc.

**Phoenix Metal Cap Co., Chicago.**—"The Flame," *October, 1934.*—The leading article, "To the Queen's Taste," illustrates and discusses "The Queen's Royal Cookery," a volume published about 1725, which also included recipes for "several cosmetick or beautifying waters." The formula for a sun tan preparation of two centuries ago, based on ox's gall, is presented.

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**Fritzsche Bros., Inc., New York.**—"Wholesale Price List, *October, 1934.*—This is the regular price list on essential oils, synthetics, aromatic chemicals, flavors and sundries offered by the company, as well as the synthetic flower oils and specialties of Schimmel & Co., Miltitz, Germany, for which it is the sole American and Canadian representative.

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**Interstate Color Co., Inc., New York.**—"Diary for 1935."—This company has already issued an attractive and useful vest-pocket diary for 1935, with a variety of general information and ample space for cash accounts, addresses and other memoranda.

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**Hazel-Atlas Glass Co., Wheeling, W. Va.**—"Picture of "Mu-Sol-Dent" package."—The new package for



"Mu-Sol-Dent" mouth wash, developed at the Mellon Institute of Industrial Research, University of Pittsburgh, was designed and is made by the Hazel-Atlas Glass Co. It is a unique container having unusual display appeal.

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**Pfaudler Co., Rochester, N. Y.**—"The Glass Lining," *October-November-December, 1934.*—R. E. Sturhahn, advertising manager of the Monsanto Chemical Co., contributes an interesting discussion of his organization's 300 synthetic organic chemicals. Other articles describe the development of the H. J. Heinz Co., Hiram Walker & Sons, and the Jacob Ruppert Brewery.

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**Givaudan-Delawanna, Inc., New York.**—"The Givaudanian," *September, 1934.*—The company in this issue announces a new questionnaire and survey to reach 70,000 persons in an effort to determine their reactions to various odors. Dr. Eric C. Kunz, executive vice-president, in a reassuring editorial says, "Prepare for prosperity—it has always returned."

**General Plastics, Inc., North Tonawanda, N. Y.**—"Photograph of Perfume Bottles."—Molded plastic closures are a feature of the new miniature bottles adopted by several perfumers. Included in the group are num-



bers by Park & Tilford, Bo-Kay Perfume Co., Park Avenue Perfumers and Cheramy, Inc.

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**Dr. Marston T. Bogert.**—"Your Nose Knows."—This is a reprint from the *Scientific Monthly* for October of Dr. Bogert's address delivered before the American Chemical Society at St. Petersburg, Fla., in March of this year.

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**Merck & Co., Inc., Rahway, N. J.**—"The Merck Report," *October, 1934.*—"How to Combat the 'Chiseler'" is the title of a frank discussion by Douglas Wakefield Coutlée, advertising manager of the Merck organization in this issue.

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**Clifton Chemical Co., New York.** — *Shampoo Base Container.* — The company has just adopted this type of lithographed pail for its "CCC Velvet" shampoo base. The product is being offered in this form in 10- and 25-pound containers.

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**Armstrong Cork & Insulation Co., Lancaster, Pa.**—"Modern Closures for Modern Packages," *September, 1934.*—Products of the Glazo Co. and Park Avenue Perfumers, Inc., are among the cosmetic items featured in this number.

**Bakelite Corp., New York.**—*Photograph of "Mae West" Perfume Bottle.*—A "Bakelite" molded closure is the feature of the small size of the "Mae West" perfume recently placed on the market by Parfums Wesmay, Inc., New York. The bottle and closure are shown against a display background in use by the company.

"Bakelite Information," September, 1934.—A short



article discusses the company's fire-resistant materials for the decoration of steamship interiors. Such materials are said to retain their lustrous finish without the use of polishes or cleansers.

## Book Reviews

### How to Advertise

MODERN PUBLICITY, 1934-35, Edited by F. E. Mercer and W. Gaunt. 128 Pages, Quarto. Boards. The Studio, Ltd., London and The Studio Publications, Inc., New York. 1934. Price, Paper \$3.50; Cloth \$4.50.

This is the eleventh annual edition of this unusual annual on advertising and publicity methods. It is by far the most elaborate and best prepared of the series. A brief foreword is followed by several pages of rather searching criticism and pointed suggestion regarding publicity methods in general and publication advertising in particular. Then follow more than 100 pages of illustrations of 1934 advertising gathered from all sources in very part of the world, with British and American work of course predominating.

This illustrative material is divided into four groups: posters, in which foreign work predominates; press ad-

vertising, principally American with a few British and a sprinkling of other foreign; booklets, folders, etc.; and "packs," in which are shown a few outstanding examples of the packaging art. The illustrations, many in full color are beautifully reproduced and each is accompanied by a brief descriptive comment.

The book is excellent in every particular and should certainly form a part of the library of every advertising man or executive whose interest is in the sales and advertising end of the business.

S. L. M.

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### Chemical Formulae for Laymen

PRACTICAL EVERYDAY CHEMISTRY, by H. Bennett, F.A.I.C., 305 pages, boards, The Chemical Publishing Co. of New York, New York City. 1934. Price \$2.00

This is a companion volume to "The Chemical Formulae," edited by Mr. Bennett and published by the same company. It is in many respects a much better work than the "Formulae" and the formulas given, so far as they apply to perfumes, cosmetics and toilet preparations, seem to be quite satisfactory. It does suffer from the inclusion of certain trade names which are always a drawback in any formula. These trade named products force the user of the formula to secure certain of his raw materials from a single source with all the disadvantages which must necessarily follow such a course.

One improvement in the present volume is a listing of the trade names, together with a listing of suppliers of these products. This, in part, offsets the difficulty encountered in the other work, since it is now perfectly easy for the user of the formulas to determine whether any trade names appear in the formula which he intends using. He can then, of course, avoid these formulas if he wishes to avoid the consequences of their use.

The book is well printed and the explanatory matter is clear and definite. A feature of great value is the very complete index and cross-index.

S. L. M.

### Remarkable Properties of Nascent Soap

Archibald Rayner (*Chemistry & Industry* 1934, 589-93.)—Standard soiled cloths were washed with ordinary soap and soap powders and by treating with oleic acid and then with  $\text{Na}_2\text{CO}_3$  or  $\text{Na}_2\text{CO}_3 \cdot \text{NaHCO}_3$ . Acid converted into soap in the fiber has a cleansing power of over 20 times that of the same amount of fatty acid used as soap under normal conditions. The increased detergent action is due to nascent-soap action. No satisfactory explanation can be given as to why nascent soap should possess superior detergent properties.—*Chemical Abstracts*.

### A Source of Pleasure and Value

*Belle Terra Products Co.*

We have found the past year's reading of much interest, and the many articles of value on various subjects have been a great source of pleasure to us.

## New Incorporations

Blom Soap Co., Inc., Wilmington, Del., bean oil, meal and by-products; 20,000 shares of no par value stock. (Colonial Charter Co.)

Bristol Products Co., Inc., Wilmington, Del., soaps and toilet articles; 1,000 shares of no par value stock. Incorporators: Michael Halperin, Robert Morris, Leona Friedman, New York. (Corporation Trust Co.)

Capital Sanitary Products Co., Inc., 2406 LeMoyné avenue, Chicago, Ill., soaps, insecticides, deodorants; 60 shares of par value common stock. Incorporators: Herbert Spielman, Beatrice F. Spielman and Jacob I. Rudolph. Correspondent: Edward Kolkey, 18 West Randolph street, Chicago, Ill.

Claysell Products, Inc., Brooklyn, N. Y., cosmetics; \$10,000. Filed by Abraham B. Hertz, 2 Lafayette street, New York.

Carolyn Dell Cosmetics Corp., Tallahassee, Fla., cosmetics; 100 shares of no par value stock. Directors: J. H. Therrell, J. K. Ranklin, M. F. Goldstein.

Dixie Deb Cosmetic Co., Tallahassee, Fla., cosmetics; 100 shares of no par value stock. Directors: J. H. Therrell, J. K. Ranklin, M. F. Goldstein.

Elmira Soap Products, Inc., Elmira, N. Y., soaps, cleaners; \$25,000. Filed by Elmer Rife, Realty building, Elmira, N. Y.

Ingenue, Inc., New York, cosmetics; \$1,000. Incorporators: Adrian C. Humphreys, 42 Broadway, New York; Norman N. Newman, 227 Watchung avenue, Montclair, N. J.; C. Livingston Baker, 15 Westminster road, Brooklyn, N. Y. Filed by Adrian C. Humphreys, 42 Broadway, New York.

Independent Tung Oil Corp., Wilmington, Del., tung oil, castor oil, palm oil and other vegetable oils; 1,750 shares of no par value stock. Incorporators: S. L. Mackey, C. O. Layman, H. Kennedy, Wilmington, Del. (Corporation Service Co.)

Kissproof, Inc., Wilmington, Del., cosmetics, soaps, perfumes; \$200,000.

Modern Beauticians Supply Co., 218 South Wabash avenue, Chicago, Ill., beauty and cosmetic supplies; 1,000 shares of par value common stock. Incorporators: Ben Kahn, Frank Norian, Morris Norian. Correspondent: Maurice A. Barancik, 11 South La Salle street, Chicago, Ill.

Modern Cosmetic Laboratory, 54 Bristol street, Brooklyn, N. Y., cosmetics. Filed by Maxwell Robbins. Millerand Co., Inc., New York, toilet articles; \$10,000. Filed by Aaron A. Cohen, 401 Broadway, New York.

Messina Lemon Products Corp., New York, flavoring extracts; \$1,000. Filed by Carl Rood, 120 Broadway, New York.

National Prophylactic Corp., Brooklyn, N. Y., toilet preparations; \$10,000. Filed by Abraham B. Hertz, 2 Lafayette street, New York.

Packaging, Inc., 1012 Ridge avenue, Evanston, Ill., perfumes and toilet goods; 200 shares of par value common stock. Incorporators: V. G. Lynch, E. Marks, F. Lazar. Correspondent: Lederer, Livingston, Kahn and Adler, 160 North La Salle street, Chicago, Ill.

Paramount Laboratories, 361 West Ontario street, Chicago, Ill., cosmetics and chemicals. Incorporators: Ted Keler, Jack M. Aikin, Frank E. Shudnow.

Savage, Inc., Room 705, 111 West Munroe street, Chicago, Ill., cosmetics; 1,000 shares of par value common stock. Incorporators: Frank Fitzsimmons, Spencer C. Olin, Wendell B. Key. Correspondent: Petit, Olin and Overmyer, Harris Trust building, 111 West Munroe street, Chicago, Ill.

Sweeping Compound Manufacturers Co. of New York, Inc., New York, toilet articles; \$20,000. Filed by Martin Siegelbaum, 165 Broadway, New York.

Siko, Inc., Jersey City, N. J., drugs and cosmetics; 1,000 shares of no par value stock. Agent: George J. Hanson.

Soap Specialties Corp., Wilmington, Del., soaps and soap specialties; 2,000 shares of no par value stock. Incorporators: M. M. Lucey, R. I. Brown, L. S. Dorsey, Wilmington, Del.

Steel Band Closure Co., Inc., New York, caps, crowns, bottle tops; 300 shares of no par value stock. Filed by Lauterstein & Conroy, 15 William street, New York.

Ste-Van-Roe Laboratories, Inc., Jamaica, N. Y., drugs, chemicals, etc.; \$5,000. Incorporators: Clarence L. Stewart, 88 Mayfair avenue, Floral Park, N. Y.; C. F. Roemer, 93-61 205th street, Hollis, N. Y.; Marquis de la Van Over, 96-42 165th street, Jamaica, N. Y. Filed by Alfred W. Meldon, 80 Broad street, New York.

Texas Soap Manufacturing Corp., Houston, Tex., soap manufacturing; \$3,000. Incorporators: W. S. Cochran, W. A. Paddock, J. W. Sartewelle.

## Japanese Soap Exports Expanding

The latest figures issued on the Japanese soap trade indicate a further increase in production and export, except to China, where imports of Japanese soaps suffered from the boycott. As is well known, the two chief factors in Japanese competition are low wages and depreciated currency and these have proved very effective in the soap industry.

In 1932 exports of household and laundry soaps were valued at close on 1,000,000 yen, while exports of toilet soaps increased from 900,000 yen in 1932 to well over 1,500,000 yen in 1933. At the same time quality seems to have improved appreciably.

Up to the time of the war Japan was mainly a soap importer, but at that time her foreign supplies largely failed and she had to develop her own soap industry. With this development a large export trade was gradually built up, especially to such Far Eastern countries as Manchuria, Hongkong, Siam, and British India. In raw materials she has advantages in plentiful supplies of fish oils, while the vast soya bean resources of Manchuria are near at hand.

The decline of Japanese trade in China is interesting and is taking place side by side with a steady improvement in the quality of locally manufactured toilet preparations, particularly in Shanghai, where the sales of local manufactures are estimated to be about three times those of imported articles. The use of high-priced toilet products in China is mainly confined to foreigners and the wealthy Chinese. The decline of imports is not confined to Japanese products alone, for the value of British toilet products exported to Shanghai last year fell to under £10,000—less than one-third of the sum represented by American products and just over one-half the French figures.



## Canadian News and Notes

As usual, many attractive exhibits of perfume, toilet goods and dressing table supplies were seen at the Canadian National Exhibition at Toronto this year. Among the many striking displays were the following:

Yardley & Co. (Canada) Ltd., Toronto, was, as it has been for years, a spot of 18th century England in the midst of twentieth century activity. The exhibit drew the same close attention from the many thousands of visitors who passed through the Manufacturers' Building. The display featured "Yardley Lavender", "Yardley Orchis" and a complete range of toiletries, including compressed lavender, violet and rose blossoms, complexion cream, compacts, bath salts and powder.

Richard Hudnut products were represented by a display designed on a Parisian scene. Black, silver and gold combined to form the exterior. Windows lined with art aluminum were finished with arched tops, while at the base of each window were beds of dwarf tropical plants. Among the Hudnut products featured were new gift packages, new Colognes, new toilet waters, costume compacts, triple compacts and dusting powders.

Vinolia toiletries were represented in what was claimed by the company to be the most modern booth at the Toronto Exhibition. The exhibit was in pale blue and white with silver trimmings in a modern design and served as a smart background for up-to-the-minute products in their smart new packages.

Palmers, Ltd., Toronto and Montreal, had a very attractive Bourjois display of toilet requisites and gift packages. The company has had a display in the same location for nearly twenty years and it is regularly looked for by thousands of exhibition visitors.

Harriett Hubbard Ayer of Canada, Ltd., Montreal, had a very striking booth which arrested the attention of thousands every day by its soothing golden tones and rich atmosphere. Thousands of samples of Harriet

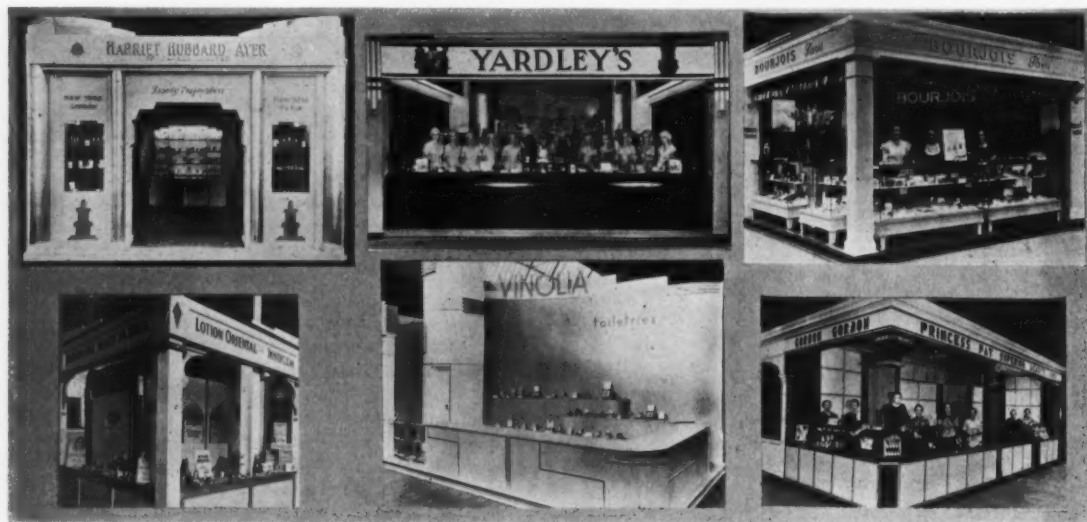
Hubbard Ayer creams and other preparations were distributed and prospective clients were given advice on correct care of skin and proper make-up combinations.

Crystal Products, Ltd., of Canada, Montreal, proved that the popularity of "Outdoor Girl" beauty products was steadily on the increase by their display at this year's exhibition. The booth was a centre of attraction of thousands of girls and women on account of the interesting and educational advice on make-up that was given at regular intervals during the day. Introductory size packages of the different "Outdoor Girl" products were given out, among them being liquifying cleansing cream, olive oil cream, skin freshener, lipstick, and dry rouge.

J. T. Wait Co., Ltd., Montreal, afforded a striking illustration of selling assistance given to their principals and also to their druggist patrons in their smart red, yellow, and green booth in No. 2 Manufacturers Building. A continuous stream of interested people stopped to buy samples of lotions, oriental cream, and "Brillatone" shampoo.

Gordon Gordon Ltd., Canadian manufacturers and distributors of "Princess Pat" beauty aids, completed another page in their extensive chain of advertising activities at the Canadian National Exhibition, where, in a smart setting, a lecturer from the Princess Pat School of Beauty demonstrated to thousands of women the widely heralded merits of "Princess Pat" cosmetics. The booth was designed by a prominent member of the Toronto Society of Artists and completed under the direction of the Vincent DeVita Studio.

Daggett & Ramsdell of Canada, Ltd., Toronto, for the first time displayed their line of toiletries in the Manufacturers' Building in the Canadian National Exhibition. The booth was attractively arranged in jet, silver and ochre, the company's colors. The woodwork was executed by Kent & McLean, Ltd.



COSMETIC EXHIBITS AT THE CANADIAN NATIONAL EXHIBITION



## Perfumers' Mid-Winter Convention

The Association of Canadian Perfumers and Manufacturers of Toilet Articles has fixed the date and place for the regular semi-annual convention, held each year during the Winter. The date has been named as December 3 and the place will be the Royal York Hotel in Toronto. This was decided at a meeting of the executive committee in Toronto, September 19. Committees for the affair will be named in the near future.

## Johnson Addresses Perfumers' Luncheon

Not in a long, long time—perhaps never since its inception—has the Association of Canadian Perfumers and Manufacturers of Toilet Articles listened to a more interesting or more humorous address than it did on September 24 when General Gerald A. Johnson, general manager for Canada of the Richard Hudnut and William A. Warner companies, made an open confession of his "Yesterdays". The General didn't tell everything—this he admitted—but what he did tell was good.

When he was but seventeen years of age Private (or was it trooper?) Johnson was member of a crack British regiment and was chasing De Wet all over South Africa in the Boer War. While on active service he managed to save \$500. and before he had reached his twentieth birthday he was back in England. Looking for further excitement, he joined up with the Liberian Development Co. Then followed in due course his enlistment with the Nigerian Constabulary. For some years Gerald A. Johnson participated in one adventure after the other and he found it a lot of fun.

As his time was limited and a "hunting stunt" was being put on in his honor the speaker did not take time to tell of his experiences in the Great War but it is a well-known fact that he signed up at the outbreak of hostilities with the Princess Patricia's Canadian Light Infantry, Canada's crack battalion that was made up at the outset of veterans of former wars. Promotion followed promotion and when the armistice was signed General Johnson returned home with a decidedly distinguished war record to his credit. For some years he held important posts, serving on the Grand Trunk Arbitration Board, etc. In 1921 he joined the Warner and Hudnut companies.

Parodying the General's hunting achievements the "Clown Club", directed by Charlie Stephens, of Dominion Paper Box Co., put on a hunting act, the participants in which were Mike Carmichael of Gordon-Gordon Ltd., Don Porter and Dud Allen. The General was presented to the gathering by Jack Deegan of Anchor Cap & Closure Co., and was thanked by Fred Hodder.

At the head table, which was of course, presided over by immediate past president "Jack" Kennedy, were T. A. McGillivray, W. L. Linton, Addington Doolittle, Ted Reed, Jack Deegan, Fred Hodder and W. C. A. Moffatt. Among the guests was A. H. Bergmann of the Oxzyn Co., New York. Peter Powell of Yardley's was introduced by the chairman, who announced that the latest new member was Alfred Ouimet of Roger & Gallet, Montreal. It was also announced that the speaker for the next meeting on November 19 will be Sir Frederick Banting, the discoverer of insulin. Moving pictures of the perfumers' convention at Lucerne

(Continued on page 433)

## Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT  
Perfumer Publishing Co., 432 Fourth Ave., New York.

### TRADE MARKS UNDER UNFAIR COMPETITION ACT OF 1932

"Iceglo." Toilet preparations. Noxzema Chemical Co., Baltimore, Md.

"404." Flavoring extracts. Calixte Goulet, Montreal, Que.

"Matita." Perfumery and cosmetics. Matita, Ltd., 124 Great Portland street, London, W.1, England.

"Holdtite." Dental plate powder. Frederick Stearns & Co. of Canada, Ltd., Windsor, Ont.

A package formed by the combination of three distinct interrelated parts being respectively (a) a cylindrical and substantially constructed receptacle having a comparatively thick side wall the outer surfaces of which are silver coloured, (b) a cylindrical insert the side wall thereof fitting snugly within and against the inner side of the wall of the said receptacle and of greater wall height than said receptacle, the upper end of such insert being closed and having inset in the centre thereof a circular disc of transparent material; and (c) a lid or cover to fit snugly over the upper exposed part of the said insert when in position and meeting the top of the wall of the said receptacle, said cover, however, being of appreciably less circumference than said receptacle and colored back. Cosmetic powders. Daggett & Ramsdell (Canada), Ltd., Toronto, Ont.

### Patents

344,302. Cosmetic compact. William R. Tuttle and Charles W. Stickel, co-inventors, both of Rochester, N. Y.

344,317. Dropping stopper. Philipp Weickel, Koblenz (Rhein), Germany.

344,470. Container cap. Robert M. McMullen, New York, assignee of George E. West, Washington, D. C.

344,482. Bottle filling and capping machine. Walter A. Barrett, Fort Wayne, Ind.

344,561. Butyl alcohol and acetone. Commercial Solvents Corp., Terre Haute, Ind.

344,568, 344,569. Container closure and bottle closure, respectively. Ferdinand Gutmann & Co., New York, assignee of Jesse Gutmann, Babylon, N. Y.

344,883, 344,884. Soap and glycerine production. Colgate-Palmolive-Peet Co., Chicago, Ill., assignee of Martin Hill Itner, Jersey City, N. J.

### Design

Design for a glass bottle, of the flat panel type, with a maximum width approximately twice the maximum thickness, which maximum thickness is at the base of the bottle; the base is practically rectangular; in front elevation the sides of the bottle bow out slightly from the bottom to the base of the shoulder; the shoulder of the bottle consists of two portions, a chamfered flat portion, and a rounded stepped portion, the latter portion extending from half way in from the base of the shoulder to the base of the neck; curved lines also extend from the bottom of the bottle to the base of the stepped portion of the shoulder, thus giving the flat panel sides a pear-shaped centre portion, and between this and the slightly bowed sides two triangular portions which extend from an apex at the bottom of the bottle to the chamfered flat portion of the shoulder; these two triangular portions also appear on the end elevation of the bottle; the main panels on the ends taper from the bottom of the bottle to the base of the shoulder, making the end panels symmetrical four-sided figures, with the top of the panels half the width of the bottom. Northam Warren, Ltd., Montreal, Que

# Patent and Trade Mark Department

Conducted by HOWARD S. NEIMAN

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.; Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder

are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

International trade marks granted registration are designated by letter "G."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT  
Perfumer Publishing Co., 432 Fourth Avenue  
New York City

## Trade Mark Registration Applied for (Act of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

- 333,493.—"Nedra." Elizabeth Arden, Inc., New York. (Nov. 22, 1932.)—Deodorants.  
335,409.—"Ace." Ace Manufacturing Co., Chicago, Ill. (Jan. 16, 1931.)—Shaving creams and soaps.  
342,044, 342,045, 342,046, 342,047.—"Acétivénol," "Ionanthème," "Méthylianathème," "Palmarol," respectively. Societe Anonyme des Etablissements Roure-Bertrand Fils & Justin Dupont, Paris, France. (Aug. 20, 1931; Oct. 31, 1930; June 9, 1931; Nov. 22, 1932, respectively.)—Concentrated artificial flower oils.  
344,842.—"Outdoor Girl." Crystal Corp., New York. (Oct. 15, 1933.)—Toilet preparations.  
345,853.—"Muris." Henry Drummond Braeutigam, doing business as Mutual Service, Newark, N. J. (Oct. 15, 1932.)—Flavoring extracts.  
346,374.—"Lanaforte." Pfaltz & Bauer, Inc., New York. (Jan. 12, 1934.)—Lanolin wool fats for medical and cosmetic purposes.  
346,443.—"No. 1." Mendenhall No. 1 Pharmacy, Inc., Brazil, Ind. (Jan. 1, 1909.)—Hand lotion.  
347,013.—"Dandrem." Paul Fresly, San Francisco, Cal. (May 1, 1933.)—Dandruff preparation.  
348,074.—"Countess Joubert." Jolind, Inc., assignor to Blue

Waltz, Inc., both of New York. (Jan. 5, 1934.)—Toilet preparations.

349,729.—Red band extending circumferentially around one end of a white collapsible tube. Lambert Pharmacal Co., Wilmington, Del. (Mar. 1, 1934.)—Tooth paste.

349,769.—"Dr. Brock's 5 Point." Benjamin Brock, Buffalo, N. Y. (Mar. 24, 1934.)—Tooth powder.

350,630.—"Nurimor." Marie Earle, Inc., New York. (Mar. 2, 1934.)—Skin lotions and face creams.

350,795.—"Florel." Jeanne Forstrem, Paris, France. (Oct. 26, 1927.)—Toilet preparations.

350,823.—"O. Gilio." Olivio Gilio, Bayonne, N. J. (Dec. 1, 1933.)—Hair tonic.

351,035.—"Beau-Monde." Radite, Inc., Minneapolis, Minn. (July 15, 1932.)—Facial massage preparation.

351,261.—"EQP." Frank R. Eager, Wilmette, Ill. (Apr. 16, 1934.)—Soaps.

352,001.—"Servu." Service Laboratories, St. Louis. (July, 1929.)—Toilet preparations.

352,208.—"Aquaphil." Woll-Wäscherei und Kämmerei in Döhren bei Hannover, Döhren, near Hannover, Germany. (1931.)

—Salve base used in making cosmetic creams.

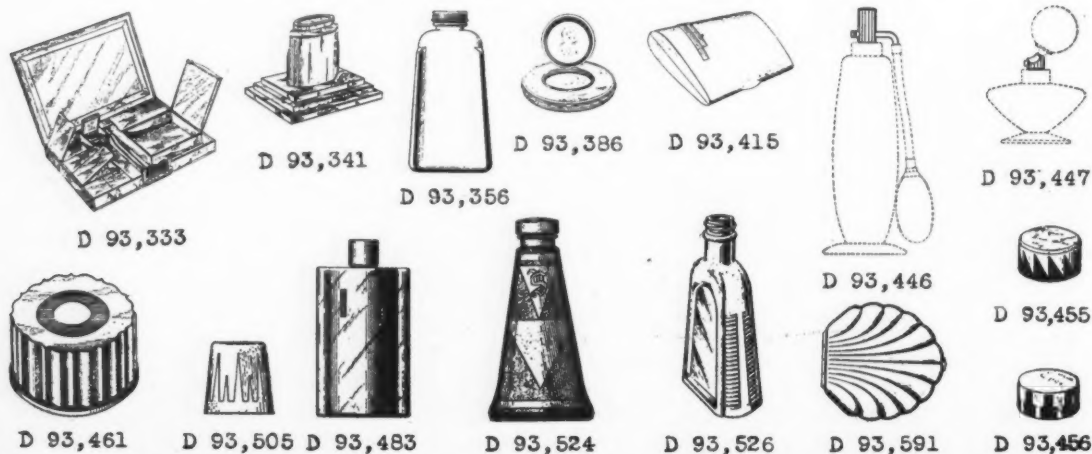
352,278.—"Drury Lane English Lavender." Worthall, Ltd., New York. (May 8, 1934.)—Toilet preparations.

352,376.—"Costume Compact." Richard Hudnut, New York. (May 25, 1934.)—Compacts and vanity boxes.

352,667.—"Motan." Elmo, Inc., Philadelphia, Pa. (June 3, 1928.)—Face powders and make-up lotions.

353,034.—"Mira-nam-l." Patent Button Co., Waterbury, Conn. (Mar. 19, 1934.)—Cosmetic containers.

## Patents and Trade Marks



353,106.—"Sunlife." Sunlife Chlorophyllian Laboratoriés, Long Beach, Cal. (May 23, 1933.)—Toilet preparations.

353,208.—"Mintsodent." Guy C. Buxton, Chicago, Ill. (June 1, 1933.)—Tooth paste and mouth wash.

353,227.—"Esquire." Nicholas L. O'Connor, doing business as Daly Products Co., New York. (June 12, 1934.)—Brushless shaving cream.

353,401.—"Milton." Milton Proprietary, Ltd., London, England. (Mar. 24, 1933.)—Toilet preparations.

353,489.—"Tasso." Tasso Co., South Bend, Ind. (Nov., 1933.)—Cleaning preparation for hands and skin.

353,660.—"Dew." Marion Lambert, Inc., St. Louis. (Apr. 6, 1934.)—Creme deodorant.

353,682, 353,683.—"Holidays," "Vacances," respectively. Jean Patou, Inc., New York. (June 27, 1934.)—Perfumes and toilet waters.

353,752.—"Dantona." Dermitone Manufacturing Co., Inc., New York. (June 1, 1934.)—Skin lotion.

353,860.—"Ronni." Parfums Ronni, Inc., New York. (Mar. 27, 1934.)—Perfumes.

353,920.—"Savol." Michael Ginsberg, doing business as the Savol Drug Co., New York. (Oct. 7, 1931.)—Hair coloring.

354,033.—"La Dell." Harry J. Eidex, doing business as the La Dell Manufacturing Co., Birmingham, Ala. (July 16, 1934.)—Hair dressing.

354,048, 354,049.—"Doggie's Own Soap." Mercirex Co., Milford, Ind. (June 20, 1934.)—Soap for dogs.

354,051.—"Green Lite." George Mychuda, doing business as the Green Lite Laboratory, Northampton, Pa. (Feb. 19, 1932.)—Hand soap.

354,161.—"Lilacs and Roses." Lander Co., Inc., New York. (July 15, 1930.)—Talcum powders.

354,163.—"Wondersalt." Alice Martin Corp., New York. (Jan., 1934.)—Bath salts.

354,176.—"Caballero." Frank C. Reilly, New York. (July 21, 1934.)—Toilet preparations.

354,181.—"Loveskin." Vita-Ray Corp., Lowell, Mass. (July 19, 1934.)—Irradiated complexion cream.

354,234, 354,235.—"Art-Y-Zan," "Vanity Fair," respectively. Art Ivory, Inc., Newark, N. J. (Jan., 1925; Jan., 1929, respectively.)—Puff boxes, perfume bottles, cream jars and toilet sets.

354,335.—"Grandpa's Wonder." Cincinnati Soap Co., doing business as the Beaver-Remmers-Graham Co., Cincinnati, O. (Jan. 1, 1886.)—Toilet, laundry and industrial soaps.

354,385.—"O. D. C." O. D. C. Corp., New York. (June 25, 1934.)—Depilatories and body deodorants.

354,386.—"Puritan." Puritan Cosmetics, Inc., doing business as the Puritan Pharmaceutical Co., St. Louis. (Dec. 8, 1916.)—Mouth wash.

354,565.—"Hazite." Hazel-Atlas Glass Co., Wheeling, W. Va. (June 7, 1934.)—Liners for closure caps.

354,566.—"by Verne." Maurice Israelvitz, Philadelphia, Pa. (July 13, 1934.)—Perfumes.

354,632.—"Parlez Moi d'Amour." Parfumerie St. Denis, New York. (July 30, 1934.)—Toilet preparations.

354,662.—"Ernest Schauler." R. B. Semler, Inc., New York. (Oct., 1927.)—Hair tonic and shampoo.

354,703, 354,704, 354,706.—"Salut de Schiaparelli," "Schiap," "Soucis de Schiaparelli," respectively. Schiaparelli, S. A., Paris, France. (July 2, 1934.)—Perfumes.

354,802.—"A Plus." Los Angeles Soap Co., doing business as the White King Soap Co., Los Angeles, Cal. (July 23, 1934.)—Soap.

354,853.—"Sir." Paul Peter Mülhens, doing business as Eau de Cologne- & Parfümerie-Fabrik "Glockengasse No. 4711" gegenüber der Pferdepot von Ferd. Mülhens, Cologne-on-the-Rhine, Germany. (Feb. 18, 1933.)—Shaving cream and soaps.

354,878.—"The Suntan Don't Shave Off." Robert Williamson Storrs, Jr., Richmond, Va. (Aug. 3, 1934.)—Shaving creams.

354,894.—"Maid Brite Silky Suds." Dacar Products Co., Canton, O. (Apr. 3, 1934.)—Water softening soap.

354,927.—"Elgina." Elgin American Co., Elgin, Ill. (July 2, 1934.)—Cosmetic containers.

354,985.—"Protegé." Bella Fried, doing business as Protege Cosmetics Co., Brooklyn, N. Y. (July 1, 1934.)—Toilet creams and hair preparations.

355,098.—"Dr. Miller's Dental-Teen." M. V. Eusey, doing business as Dentalteen Laboratories, Los Angeles, Cal. (July 25, 1934.)—Tooth powder.

355,143.—"Durofix." Fritzsche Brothers, Inc., New York. (Nov. 16, 1932.)—Perfume fixatives.

## Trade Mark Registrations Granted (Act of March 19, 1920)

*These registrations are not subject to opposition:*

M317,812.—"Bennett's Rapid Set." Bennett Research Laboratories, Newark, N. J. (Oct. 30, 1931. Serial No. 352,657.)—Hair wave lotion.

M317,820.—"Sally Clover." Clover Farms Stores Corp., Cleveland, O. (July 1, 1933. Serial No. 344,636.)—Lotions and creams.

M317,821.—"Sosna." Albert Durande, Inc., New York. (July 15, 1933. Serial No. 341,725.)—Pine oil massage and shampoo.

M317,823.—"Hollywood Milk Bath." Hollywood Beauty Products, Inc., Hollywood, Cal. (July 28, 1933. Serial No. 340,475.)—Bath powder.

## Patents Granted

*Consideration of space prevents our publishing numerous claims and specifications connected with these patents. Those interested can secure copies of patents by ordering them by number at 10c each from Commissioner of Patents, Washington, D. C.*

1,973,768. Facial patter. Jacob Knapp, Newark, N. J.

1,973,903. Cosmetic container. Angela V. King, New York.

1,974,251. Cap for containers. Frederick Reutter, assignor to the Scovill Manufacturing Co., both of Waterbury, Conn.

1,974,252. Closure for containers. Francis O'L. Killorin, assignor to the Scovill Manufacturing Co., both of Waterbury, Conn.

1,974,348. Paste tube cap. Adam J. Strehls, Miami, Fla.

1,974,418. Lip stick receptacle. Edward S. Cornell, Jr., Larchmont, N. Y.

1,974,438. Screw cap for bottles and jars. John J. Williams and Tyrus Hunker, assignors to Hazel-Atlas Glass Co., all of Wheeling, Va.

1,974,466. Nail polish package. Preston W. Marshburn, assignor to the Glazo Co., both of New York.

1,974,632. Paste tube. Harris C. Taylor, Walnut Creek, Cal.

1,975,090, 1,975,091, 1,975,092. Denaturant for ethyl alcohol and process of preparing it. Louis J. Figg, Jr., Kingsport, Tenn., assignor to the Eastman Kodak Co., Rochester, N. Y.

1,975,260. Puff. Irving Englander, assignor to the Oxyzyn Co., both of New York.

1,975,481. Collapsible tube closure cap. Valentine G. Schneible, New York.

1,975,645. Lipstick holder and dispenser. Evert G. Lundberg, Chicago, Ill.

1,975,693. Powder puff. William T. Killian, Harrisburg, Pa.

1,975,967. Collapsible tube. Pember W. Morrow, Los Angeles, Cal.

1,976,252. Lipstick holder. James Leslie Younghusband, Chicago, Ill.

1,976,671. Vanity case. Winifred T. Parkin, assignor to Theodore W. Foster & Bros. Co., both of Providence, R. I.

## Designs Patented

93,333. Design for a vanity box. Peggie Dorée-Spearman, Paris, France.

93,341. Design for a combination bottle and base. Paul H. Ganz, assignor to D. Lisner & Co., both of New York.

93,356. Design for a bottle. Ralph Nottebaum, Short Hills, N. J.

93,386. Design for a combined picture display and compact case. Mack M. Forman, Providence, R. I.

93,415. Design for a vanity case. Raymond Loewy, assignor to the Elizabeth Arden Sales Corp., both of New York.

93,446, 93,447. Designs for perfume atomizers. Paul B. Brown, Toledo, O.

93,455, 93,456. Designs for bottle caps. Benjamin F. Conner, Wethersfield, Conn., assignor to Colt's Patent Fire Arms Manufacturing Co., Hartford, Conn.

93,461. Design for a face powder box. Simon de Vaulchier, New York.

93,483. Design for a bottle. Francois Victor Klotz, assignor to Pinaud, Inc., both of New York.

93,505. Design for a bottle cap. James W. Perry, assignor to Colt's Patent Fire Arms Manufacturing Co., both of Hartford, Conn.

93,524. Design for a bottle. Otto Seidner, assignor to Otto Seidner, Inc., both of Westerly, R. I.

93,526. Design for a bottle. Frasier Smith, assignor to the Hazel-Atlas Glass Co., both of Wheeling, W. Va.

93,591. Design for a vanity case. Albert Wewetzer, assignor to the Illinois Watch Case Co., both of Elgin, Ill.



# Prices in the New York Market

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

## ESSENTIAL OILS

|                       |         |        |                           |        |        |                      |        |       |
|-----------------------|---------|--------|---------------------------|--------|--------|----------------------|--------|-------|
| Almond Bit., per lb.  | \$2.20@ | \$2.40 | Guaiac (Wood) ...         | 2.35@  |        | Tansy .....          | 2.20@  | 2.35  |
| S. P. A. ....         | 2.50@   | 2.75   | Hemlock .....             | .73@   | .80    | Thyme, red .....     | .60@   | .70   |
| Sweet True .....      | .65@    | .70    | Hops .....                | (oz.)  | 9.00@  | White .....          | .90@   | 1.00  |
| Apricot Kernel ..     | .29@    | .33    | Horsemint .....           | 2.85@  |        | Valerian .....       | 10.50@ |       |
| Amber, crude .....    | .24@    | .30    | Hyssop .....              | 40.00@ |        | Verbena .....        | 3.75@  | 7.00  |
| rectified .....       | .50@    | .60    | Juniper Berries ..        | 1.50@  | 1.65   | Vetivert, Bourbon..  | 7.00@  | 8.00  |
| Ambrette, oz. ....    | 46.00@  |        | Juniper Wood .....        | .60@   | .62    | Java .....           | 10.00@ | 25.00 |
| Amyris balsamifera.   | 3.00@   | 3.25   | Laurel .....              | 15.00@ |        | East Indian .....    | 30.00@ |       |
| Angelica root .....   | 50.00@  | 60.00  | Lavendar, English..       | 32.00@ |        | Wine, heavy .....    | 1.40@  |       |
| seed .....            | 65.00@  | 80.00  | French .....              | 2.65@  | 5.00   | Wintergreen, S'thern | 3.00@  |       |
| Anise, U. S. P. ....  | .46@    | .52    | Lemon, Italian .....      | 1.15@  | 1.65   | Penn. & Conn. ....   | 5.00@  | 8.00  |
| Araucaria .....       | 1.75@   | 1.85   | Calif. ....               | .60@   | .75    | Wormseed .....       | 2.40@  | 2.60  |
| Aspic (spike) Span.   | .93@    | 1.10   | Lemongrass .....          | 1.20@  | 1.45   | Wormwood .....       | 3.25@  | 3.50  |
| French .....          | 1.25@   | 1.50   | Limes, distilled ...      | 5.75@  | 7.00   | Ylang-Ylang, Manila  | 29.00@ | 35.00 |
| Balsam, Peru .....    | 5.75@   | 6.25   | expressed .....           | 9.00@  | 11.00  | Bourbon .....        | 7.00@  | 8.00  |
| Balsam, Tolu, oz. .   | 4.25@   |        | Linaloe .....             | 1.60@  | 1.85   |                      |        |       |
| Basil .....           | (oz.)   | 2.35@  | Lovage .....              | 35.00@ |        |                      |        |       |
| Bay .....             | 1.65@   | 2.00   | Mace, distilled ....      | 1.50@  |        |                      |        |       |
| Bergamot .....        | 1.90@   | 2.25   | Mandarin .....            | 4.75@  | 7.50   |                      |        |       |
| Birch, sweet N. C. .  | 1.50@   | 1.75   | Marjoram .....            | 6.25@  |        |                      |        |       |
| Penn. and Conn. .     | 2.15@   | 3.00   | Melissa .....             | 5.00@  |        |                      |        |       |
| Birchtar, crude ..    | .15@    |        | Mirbane (see Nitrobenzol) |        |        |                      |        |       |
| Birchtar, rectified.. | .75@    |        | Mustard, genuine...       | 8.50@  | 10.00  |                      |        |       |
| Bois de Rose .....    | 1.40@   | 3.00   | artificial .....          | 2.15@  | 2.40   |                      |        |       |
| Cade, U. S. P. ....   | .30@    | .33    | Myrrh .....               | 10.00@ |        |                      |        |       |
| Cajeput .....         | .55@    |        | Myrtle .....              | 4.00@  |        |                      |        |       |
| Calamus .....         | 3.50@   |        | Neroli, Bigarade, p.      | 55.00@ | 125.00 |                      |        |       |
| Camphor "white" ..    | .26@    | .30    | Petale, extra .....       | 70.00@ | 150.00 |                      |        |       |
| Cananga, Java native  | 2.35@   | 2.50   | Niaouli .....             | 3.45@  |        |                      |        |       |
| rectified .....       | 2.75@   | 3.00   | Nutmeg .....              | 1.50@  |        |                      |        |       |
| Caraway .....         | 2.00@   |        | Olibanum .....            | 6.50@  |        |                      |        |       |
| Cardamon, Ceylon..    | 14.00@  | 25.00  | Orange, bitter .....      | 2.00@  |        |                      |        |       |
| Cascarilla .....      | 60.00@  |        | sweet, W. Indian.         | 1.90@  | 2.15   |                      |        |       |
| Cassia, 80@85 p. c.   | 1.05@   |        | Italian .....             | 1.85@  | 2.10   |                      |        |       |
| rectified, U. S. P.   | 1.25@   | 1.40   | Spanish .....             | 2.80@  | 3.00   |                      |        |       |
| Cedar leaf .....      | .70@    | .75    | Calif. exp. ....          | 2.25@  |        |                      |        |       |
| Cedar wood .....      | .33@    | .38    | dist. ....                | .75@   |        |                      |        |       |
| Cedrat .....          | 4.15@   |        | Origanum, Spanish.        | .85@   | 1.00   |                      |        |       |
| Celery .....          | 15.00@  |        | Orris root, con (oz.)     | 4.00@  | 5.00   |                      |        |       |
| Chamomile ... (oz.)   | 3.00@   | 7.00   | Orris root, abs. (oz.)    | 35.00@ | 50.00  |                      |        |       |
| Cherry laurel .....   | 12.00@  |        | Orris Liquid .....        | 18.00@ | 25.00  |                      |        |       |
| Cinnamon, Ceylon..    | 12.00@  | 20.00  | Parsley .....             | 6.50@  |        |                      |        |       |
| Cinnamon, Leaf ..     | 2.25@   | .40    | Patchouli .....           | 3.00@  | 3.35   |                      |        |       |
| Citronella, Ceylon..  | .35@    | .40    | Pennyroyal, Amer..        | 2.15@  | 2.40   |                      |        |       |
| Java .....            | .40@    | .46    | French .....              | 1.55@  | 1.65   |                      |        |       |
| Cloves Zanzibar ..    | .95@    | 1.07   | Pepper, black .....       | 6.00@  | 6.50   |                      |        |       |
| Cognac .....          | 18.00@  | 21.00  | Peppermint, natural       | 3.55@  | 3.75   |                      |        |       |
| Copaiba .....         | .57@    | .62    | Redistilled .....         | 3.80@  | 4.50   |                      |        |       |
| Coriander .....       | 3.60@   |        | Petitgrain .....          | 1.40@  | 1.65   |                      |        |       |
| Croton .....          | 1.90@   | 2.15   | French .....              | 2.35@  | 2.50   |                      |        |       |
| Cubebs .....          | 2.65@   |        | Pimento .....             | 1.45@  | 2.25   |                      |        |       |
| Cumin .....           | 8.25@   |        | Pine cones .....          | 3.00@  |        |                      |        |       |
| Curacao peels .....   | 5.25@   |        | Pine needles, Siberia     | .90@   |        |                      |        |       |
| Cureuma .....         | 3.00@   |        | Pinus Sylvestris ...      | 2.00@  | 2.15   |                      |        |       |
| Cypress .....         | 4.35@   | 4.75   | Pumilionis .....          | 2.20@  |        |                      |        |       |
| Dillseed .....        | 3.60@   | 4.25   | Rhodium, Imitation.       | 2.00@  | 4.50   |                      |        |       |
| Elemi .....           | 1.45@   |        | Rose, Bulgaria (oz.)      | 6.00@  | 20.00  |                      |        |       |
| Erigeron .....        | 1.30@   | 1.60   | Rosemary, French..        | .40@   | .50    |                      |        |       |
| Estragon .....        | 38.00@  |        | Spanish .....             | .36@   | .40    |                      |        |       |
| Eucalyptus .....      | .30@    | .32    | Rue .....                 | 2.50@  |        |                      |        |       |
| Fennel, Sweet .....   | 1.25@   | 1.45   | Sage .....                | 2.15@  |        |                      |        |       |
| Galbanum .....        | 26.00@  |        | Sage, Clary .....         | 30.00@ |        |                      |        |       |
| Galangal .....        | 24.00@  |        | Sandalwood, East          |        |        |                      |        |       |
| Geranium, Rose        |         |        | India .....               | 6.00@  | 7.00   |                      |        |       |
| Algerian .....        | 5.25@   | 6.00   | Australia .....           | 6.25@  |        |                      |        |       |
| Bourbon .....         | 4.70@   | 5.50   | Sassafras, natural..      | .85@   | .90    |                      |        |       |
| Spanish .....         | 16.00@  |        | artificial .....          | .48@   | .55    |                      |        |       |
| Turkish .....         | 2.10@   | 2.25   | Savin, French .....       | 1.85@  | 2.00   |                      |        |       |
| Ginger .....          | 3.40@   | 3.75   | Spearmint .....           | 2.15@  | 2.40   |                      |        |       |
| Gingergrass .....     | 3.00@   | 3.15   | Snake root .....          | 8.00@  | 10.00  |                      |        |       |
| Grape Fruit .....     | 3.00@   |        | Spruce .....              | .73@   | .80    |                      |        |       |
| Conc. ....            | 24.00@  |        | Styrax .....              | 7.00@  |        |                      |        |       |

## TERPENELESS OILS

|                      |        |        |
|----------------------|--------|--------|
| Bay .....            | 4.00@  |        |
| Bergamot .....       | 6.00@  |        |
| Clove .....          | 4.00@  | 5.00   |
| Coriander .....      | 20.00@ |        |
| Geranium .....       | 8.00@  | 12.50  |
| Grapefruit .....     | 45.00@ |        |
| Sesquiterless .....  | 85.00@ |        |
| Lavender .....       | 5.50@  | 8.00   |
| Lemon .....          | 6.75@  | 14.50  |
| Lime, Ex. ....       | 50.00@ |        |
| Orange, sweet .....  | 78.00@ | 90.00  |
| bitter .....         | 90.00@ | 115.00 |
| Petitgrain .....     | 4.00@  |        |
| Rosemary .....       | 2.50@  |        |
| Sage, Clary .....    | 90.00@ |        |
| Vetigert, Java ..... | 35.00@ |        |
| Ylang-Ylang .....    | 28.00@ | 35.00  |

## OLEO-RESINS

|                     |        |       |
|---------------------|--------|-------|
| Benzoin .....       | 2.50@  | 5.00  |
| Capsicum, U. S. P.  |        |       |
| VIII .....          | 2.65@  | 3.00  |
| Alcoholic .....     | 3.00@  |       |
| Cubeb .....         | 3.25@  |       |
| Ginger, U.S.P. VIII | 2.00@  |       |
| Alcoholic .....     | 3.25@  |       |
| Malefern .....      | 1.45@  | 1.60  |
| Oak Moss .....      | 6.00@  | 15.00 |
| Olibanum .....      | 3.25@  |       |
| Orris .....         | 17.00@ | 28.00 |
| Patchouli .....     | 16.50@ | 18.00 |
| Pepper, black ..... | 4.00@  | 4.60  |
| Sandalwood .....    | 16.00@ |       |
| Vanilla .....       | 5.00@  | 7.50  |

## DERIVATIVES AND CHEMICALS

|                      |        |       |
|----------------------|--------|-------|
| Acetaldehyde 50%..   | 2.00@  |       |
| Acetophenone .....   | 2.00@  | 3.00  |
| Acetyl iso-eugenol.. | 9.00@  |       |
| Alcohol C 8 .....    | 14.00@ | 20.00 |
| C 9 .....            | 26.00@ | 40.00 |
| C 10 .....           | 18.00@ | 30.00 |
| C 11 .....           | 30.00@ | 40.00 |
| C 12 .....           | 14.00@ | 25.00 |
| Aldehyde C 8 .....   | 28.00@ |       |
| C 9 .....            | 45.00@ | 70.00 |
| C 10 .....           | 30.00@ | 60.00 |
| C 11 .....           | 35.00@ | 50.00 |
| C 12 .....           | 32.00@ | 60.00 |
| C 14 (so-called) ..  | 15.00@ | 35.00 |
| C 16 (so-called) ..  | 17.50@ | 30.00 |
| Amyl Acetate .....   | .85@   | 1.00  |
| Amyl Butyrate .....  | 1.00@  | 1.25  |
| Amyl Cinnamate ..    | 2.50@  |       |
| Amyl Cinnamic Alde-  |        |       |
| hyde .....           | 3.90@  | 4.00  |
| Amyl-Formate .....   | 1.60@  | 1.90  |



|                      |        |       |
|----------------------|--------|-------|
| Amyl Phenyl Acetate  | 3.60@  | 4.00  |
| Amyl Salicylate      | .75@   |       |
| Amyl Valerate        | 2.40@  |       |
| Anethol              | 1.15@  | 1.25  |
| Anisic Aldehyde      | 3.35@  |       |
| Benzaldehyde, U.S.P. | 1.45@  |       |
| F. F. C.             | 1.55@  | 1.90  |
| Benzophenone         | 2.00@  | 4.00  |
| Benzyl Acetate       | .70@   | .85   |
| Benzyl Alcohol       | .95@   | 1.50  |
| Benzyl Benzoate      | 1.05@  | 2.00  |
| Benzyl Butyrate      | 5.50@  | 6.25  |
| Benzyl Cinnamate     | 7.00@  | 9.00  |
| Benzyl Formate       | 2.90@  | 3.25  |
| Benzyl Iso-eugenol   | 15.00@ | 25.00 |
| Benzylidenacetone    | 2.50@  | 4.00  |
| Borneol              | 1.75@  | 2.00  |
| Bornyl Acetate       | 2.00@  | 6.00  |
| Bromstyrol           | 4.00@  | 5.00  |
| Butyl Acetate        | .60@   |       |
| Butyl Propionate     | 2.00@  |       |
| Butyraldehyde        | 12.00@ |       |
| Carvene              | 1.15@  |       |
| Carvol               | 3.25@  | 4.00  |
| Cinnamic Acid        | 4.00@  |       |
| Cinnamic Alcohol     | 3.25@  | 3.50  |
| Cinnamic Aldehyde    | 2.50@  | 3.50  |
| Cinnamyl Acetate     | 10.00@ | 12.00 |
| Cinnamyl Butyrate    | 12.00@ | 14.00 |
| Cinnamyl Formate     | 13.00@ |       |
| Citral C. P.         | 2.50@  | 3.00  |
| Citronellal          | 2.40@  | 3.00  |
| Citronellol          | 2.25@  | 2.75  |
| Citronellyl Acetate  | 3.75@  |       |
| Coumarin             | 3.50@  |       |
| Cuminic Aldehyde     | 62.00@ |       |
| Dibutylphthalate     | .30@   | .36   |
| Diethylphthalate     | .32@   | .37   |
| Dimethyl             |        |       |
| Anthraniolate        | 6.25@  | 7.00  |
| Dimethyl Hydroqui-   |        |       |
| none                 | 3.75@  | 5.00  |
| Dimethylphthalate    | .50@   | .60   |
| Diphenylmethane      | 1.75@  | 2.45  |
| Diphenyloxide        | 1.20@  |       |
| Ethyl Acetate        | .30@   | .50   |
| Ethyl Anthranilate   | 5.50@  | 6.00  |
| Ethyl Benzoate       | 1.20@  |       |
| Ethyl Butyrate       | 1.00@  |       |
| Ethyl Cinnamate      | 4.50@  |       |
| Ethyl Formate        | 1.00@  | 1.25  |
| Ethyl Propionate     | 1.40@  | 2.50  |
| Ethyl Salicylate     | 1.15@  | 2.50  |
| Ethyl Vanillin       | 15.00@ | 20.00 |
| Eucalyptol           | .60@   | 1.00  |
| Eugenol              | 2.60@  | 3.50  |
| Geraniol, dom.       | 2.00@  | 6.00  |
| Geranyl Acetate      | 2.90@  | 4.00  |
| Geranyl Butyrate     | 6.00@  | 8.00  |
| Geranyl Formate      | 5.00@  | 7.00  |
| Heliotropin, dom.    | 2.10@  | 2.40  |
| foreign              | 2.50@  |       |
| Hydratropic Al'hyde  | 25.00@ | 27.50 |
| Hydroxycitronellal   | 3.60@  | 10.00 |
| Indol, C. P. (oz.)   | 2.25@  | 5.00  |
| Iso-borneol          | 2.30@  |       |
| Iso-butyl Acetate    | 2.65@  |       |
| Iso-butyl Benzoate   | 2.75@  | 3.25  |
| Iso-butyl Salicylate | 3.00@  | 6.00  |
| Iso-eugenol          | 3.50@  | 4.50  |
| Iso-safrol           | 1.75@  |       |
| Linalool             | 1.90@  | 2.75  |
| Linalyl Acetate 90%  | 2.50@  | 2.75  |
| Linalyl Anthranilate | 15.00@ |       |
| Linalyl Benzoate     | 10.50@ |       |
| Linalyl Formate      | 10.00@ | 12.00 |
| Menthyl, Japan       | 2.75@  | 3.50  |
| Synthetic            | 2.25@  | 3.00  |
| Methyl Aceto-        |        |       |
| phenone              | 2.20@  | 3.00  |

|                       |        |       |
|-----------------------|--------|-------|
| Methyl Anthranilate   | 2.50@  | 3.00  |
| Methyl Benzoate       | 1.40@  | 1.75  |
| Methyl Cinnamate      | 3.50@  |       |
| Methyl Eugenol        | 2.90@  | 6.75  |
| Methyl Heptenone      | 3.75@  | 6.00  |
| Methyl Heptene C'b.   | 20.00@ | 36.00 |
| Methyl Iso-eugenol    | 8.50@  | 12.50 |
| Methyl Octine Carb.   | 24.00@ | 32.00 |
| Methyl Paracresol     | 4.65@  | 6.00  |
| Methyl Phenylacetate  | 2.65@  | 3.00  |
| Methyl Salicylate     | .42@   | .50   |
| Musk Ambrette         | 5.00@  | 5.15  |
| Ketone                | 5.15@  | 5.40  |
| Xylene                | 1.50@  | 1.75  |
| Nerolin (ethyl ester) | 1.50@  | 1.75  |
| Nitrobenzol           | .15@   |       |
| Nonyl Acetate         | 48.00@ |       |
| Octyl Acetate         | 32.00@ |       |
| Paracresol Acetate    | 5.25@  | 6.00  |
| Paracresol Methyl     |        |       |
| Ether                 | 3.50@  | 5.00  |
| Paracresol Phenyl-    |        |       |
| Acetate               | 14.00@ | 20.00 |
| Para Cymene (gal.)    | 1.25@  | 1.65  |
| Phenylacetaldehyde    |        |       |
| 50%                   | 5.00@  | 7.00  |
| 100%                  | 8.50@  | 10.50 |
| Phenylacetic Acid     | 2.50@  | 4.00  |
| Phenylethyl Acetate   | 7.50@  | 10.00 |
| Phenylethyl Alcohol   | 4.25@  | 4.75  |
| Phenylethyl           |        |       |
| Anthraniolate         | 16.00@ |       |
| Phenylethyl But'rate  | 12.00@ | 16.00 |
| Phenylethyl Formate   | 18.00@ |       |
| Phenylethyl Pro-      |        |       |
| pionate               | 12.00@ |       |
| Phenylethyl Val'rate  | 16.00@ |       |
| Phenylpropyl Acet.    | 8.00@  | 11.00 |
| Phenylpropyl Alc'hol  | 6.00@  | 12.00 |
| Phenylpropyl Alde-    |        |       |
| hyde                  | 8.00@  | 12.00 |
| Rhodinol              | 8.00@  | 20.00 |
| Safrol                | .53@   | .57   |
| Santalyl Acetate      | 22.50@ |       |
| Skatol, C. P. (oz.)   | 7.00@  | 10.00 |
| Styrallyl Acetate     | 20.00@ |       |
| Styrallyl Alcohol     | 20.00@ |       |
| Terpineol, C. P.      | .36@   | .40   |
| Terpinyl Acetate      | .90@   | 1.15  |
| Thymene               | .35@   |       |
| Thymol                | 1.90@  | 2.75  |
| Vanillin (clove oil)  | 4.25@  | 5.00  |
| (guaiacol)            | 4.00@  | 4.75  |
| Vetiveryl Acetate     | 21.00@ | 25.00 |
| Violet Ketone Alpha   | 5.00@  | 10.00 |
| Beta                  | 5.50@  | 8.00  |
| Methyl                | 5.25@  | 8.00  |
| Yara Yara (methyl     |        |       |
| ester)                | 1.50@  | 1.75  |
| BEANS                 |        |       |
| Tonka Beans, Para.    | 1.15@  | 1.40  |
| Angostura             | 2.40@  | 2.50  |
| Vanilla Beans         |        |       |
| Mexican, whole        | 3.25@  | 4.25  |
| Mexican, cut          | 3.25@  | 3.65  |
| Bourbon, whole        | 2.90@  | 4.00  |
| South American        | 2.75@  | 3.00  |
| SUNDRIES AND DRUGS    |        |       |
| Acetone               | .11@   | .15   |
| Alcohol, 190-pf. gal. | 4.12½@ | 4.29½ |
| Almond meal           | .21@   | .25   |
| Alum, potash          | .03¼@  | .03½  |
| Aluminum chloride     | .10@   |       |
| Ambergris             | 32.50@ | Nom.  |
| Balsam, Copaiba       | .38@   | .40   |
| Peru                  | 2.10@  | 2.35  |
| Tolu                  | .80@   | 1.10  |
| Fir, Canada, gal.     | 9.00@  | 12.00 |
| Oregon                | 1.25@  | 1.50  |
| Beeswax, white        | .40@   | .45   |
| Yellow                | .24@   | .30   |

|                                 |         |        |
|---------------------------------|---------|--------|
| Bismuth sub-nitrate             | 1.40@   |        |
| Boric Acid, ton.                | 105.00@ | 115.00 |
| Calamine                        | .16@    | .20    |
| Calcium, phosphate              | .08@    | .08½   |
| Ph'phate, tri-basic             | .13@    | .15    |
| sulfate                         | .03¼@   | .04    |
| Camphor                         | .53@    | .65    |
| Cardamon seed                   | .65@    |        |
| Castoreum                       | 17.50@  |        |
| Chalk, precip.                  | .03½@   | .06½   |
| Cetyl Alcohol                   | .75@    | 1.50   |
| Pure                            | 1.90@   | 2.15   |
| Cherry laurel water,            |         |        |
| gal.                            | 1.25@   |        |
| Citric acid                     | .30@    | .35    |
| Civet, ounce                    | 3.75@   | 4.50   |
| Cocoa butter                    | .12@    | .15    |
| Clay, Colloidal                 | .03@    | .03½   |
| Formaldehyde                    | .06@    | .06½   |
| Fuller's Earth, ton.            | 16.00@  | 30.00  |
| Formic acid                     | .12@    | .16    |
| Fatty Acids (See Soap Sec.)     |         |        |
| Guarana                         | .75@    | 1.25   |
| Gum Arabic, white               | .20@    | .22    |
| Amber                           | .09½@   | .12    |
| Gum Benzoin, Siam               | 1.30@   | 1.50   |
| Sumatra                         | .24@    | .30    |
| Gum galbanum                    | 1.05@   | 1.15   |
| Gum myrrh                       | .30@    | .40    |
| Henna, powd.                    | .15@    | .28    |
| Hydrogen peroxide               | .05@    | .08    |
| Kaolin                          | .06@    | .08    |
| Labdanum                        | 3.50@   | 5.50   |
| Lanolin, hydrous                | .18@    | .22    |
| anhydrous                       | .20@    | .24    |
| Lavender flowers                | .24@    | .55    |
| Magnesium, Carbon-              |         |        |
| ate                             | .06¼@   | .07½   |
| Stearate                        | .19@    | .25    |
| Sulfate                         | .02½@   | .03    |
| Musk, ounce                     | 15.00@  | 25.00  |
| Oils, Vegetable (See Soap Sec.) |         |        |
| Olibanum, tears                 | .13@    | .30    |
| siftings                        | .08@    | .13    |
| Orange flower water,            |         |        |
| gal.                            | 1.50@   |        |
| Orange flowers                  | .30@    | .90    |
| Orris root, powd.               | .20@    | .75    |
| Paraffin                        | .04½@   | .07    |
| Patchouli leaves                | .16@    | .20    |
| Petrolatum, white               | .07@    | .11    |
| Phenol                          | .16@    | .20    |
| Potassium, Carbonate            | .13@    | .16    |
| Hydroxide                       | .07¼@   |        |
| Quince seed                     | .60@    | 1.00   |
| Reseda flowers                  | 1.50@   | 1.65   |
| Rhubarb root, powd.             | .28@    | .50    |
| Rice starch                     | .12@    | .15    |
| Rose leaves, red                | 1.40@   | 1.75   |
| Rose water, gal.                | 1.25@   |        |
| Salicylic acid                  | .40@    | .45    |
| Sandalwood Chips                | .45@    | .50    |
| Saponin                         | 1.75@   |        |
| Soap, neutral white             | .19@    | .23    |
| Sodium, Carb, crys.             | .01¼@   | .02¼   |
| Phosphate, tribasic             | .02½@   | .04    |
| Spermaceti                      | .22@    | .25    |
| Styrax                          | .40@    | 3.25   |
| Sulfur, precip                  | .17@    | .20    |
| Tartaric acid                   | .27@    | .30    |
| Titanium oxide                  | .22@    | .25    |
| Tragacanth, No. 1—              | 1.20@   | 1.50   |
| Triethenalomine                 | .45@    | .50    |
| Veniceturpentine, gal.          | .30@    |        |
| Vetiver root                    | .30@    |        |
| Violet flowers                  | .95@    | 1.15   |
| Zinc Peroxide                   | 1.10@   | 1.75   |
| Oxide                           | .13½@   | .15    |
| Stearate                        | .21@    | .28    |

## New York Market Report

The market for essential oils and aromatic chemicals has begun to show signs of increasing activity after nearly two months of dullness. Both the size and the frequency of the orders has increased and the trade looks forward, apparently, with a little more confidence to the future of the market. Prices have not responded to any extent to the gain in interest among the consumers but there is a tone of greater firmness and there are fewer reports of sharp cutting on real business such as has featured the market during the last few months. August and most of September were poor but the end of September and the first fortnight of October have not been bad. In fact, in some quarters reports are that they have been very good.

The situation in floral products does not show much change. Prices on these items are strong and advancing under the influence of higher import quotations. These in turn, according to reports, are brought about by poor crops and increased costs of flowers of all sorts in Southern France. It is felt by sellers there that prices of the last few years have been far below normal and that the present and coming levels more nearly represent the real value of the goods. Jasmin, rose, orange flower and lavender prices are all higher than they were and concessions are not so freely made by holders.

The domestic oils are not so active but most of them continue in a very firm position due to the disposition on the part of country holders to maintain prices and to hold goods for the market. Crop reports have been rather unfavorable and while shortages are unlikely, it is also improbable that there will be much of a carry-over on the important oils in this group.

Soap makers have been taking more interest in offerings of the usual materials for soap perfuming according to reports. Prices on all of these are very steady.

The feature of the market for synthetics and derivatives has been the sharp reduction on the part of manufacturers in the prices of artificial musks. Xylene, ambrette and ketone have all been radically reduced due to economies and also to the threat of foreign competition on a substantial scale. Present prices show cuts ranging from 25 per cent to 40 per cent from the levels which have prevailed until very recently.

Other synthetics have been a little more active but without material feature. Quotations are generally at former levels but there is not much tendency to grant concessions even on substantial business.

### Java Citronella Exports

The following table shows exports of Java citronella oil from Java for the first four months of the last four years. As will be seen from the table, shipments this year have been the largest in that period. The statistics were compiled by the N. V. Handel-Maatschappij, "Stille Zuidzee", Amsterdam, Holland.

| Exports in Metric Tons |      |      |      |      |
|------------------------|------|------|------|------|
|                        | 1931 | 1932 | 1933 | 1934 |
| January                | 74   | 63   | 107  | 160  |
| February               | 73   | 83   | 114  | 134  |
| March                  | 69   | 72   | 103  | 126  |
| April                  | 72   | 91   | 110  | 150  |
| January-April          | 288  | 309  | 434  | 570  |

## Prices of Soap Materials

### Tallow and Grease

|                              |           |      |
|------------------------------|-----------|------|
| Tallow, N. Y. C. extra ..... | \$0.05½ @ | .05½ |
| Edible .....                 | .06½ @    |      |
| Fancy .....                  | .07 @     |      |
| Grease white .....           | .05¼ @    |      |
| House .....                  | .04½ @    |      |
| Yellow .....                 | .04½ @    |      |
| Lard .....                   | .07½ @    | .11  |

### Fatty Acids

|  |        |  |
|--|--------|--|
| Coconut Oil, 98% Saponifiable, tanks.. | .09 @  |  |
| Corn Oil, 95% T.F.A. tanks.....        | .05½ @ |  |
| Red Oil, distilled, tanks .....        | .05½ @ |  |
| Saponified .....                       | .06 @  |  |
| Stearic Acid, single pressed .....     | .09 @  |  |
| Double pressed .....                   | .09½ @ |  |
| Triple pressed .....                   | .12¼ @ |  |

### Soap Making Oils

|   |        |      |
|---|--------|------|
| Castor No. 1, tanks .....                             | .09½ @ |      |
| No. 3, tanks .....                                    | .09 @  |      |
| Coconut, Ceylon Grade, tanks .....                    | .02¾ @ |      |
| Cochin grade, tanks .....                             | .03½ @ |      |
| Manila grade, tanks .....                             | .03 @  |      |
| Corn, crude, Midwest mill, tanks .....                | .07½ @ |      |
| Cotton, crude, Southeast, tanks .....                 | .04½ @ |      |
| Refined .....   | .05¼ @ | Nom. |
| Foots, 50% T.F.A. .....                               | .01½ @ |      |
| Lard, common No. 1 barrels .....                      | .07¼ @ |      |
| Olive, denatured, max. 5% F.F.A. drums, gal. ....     | .84 @  | .86  |
| Foots, Prime, green, barrels .....                    | .07¼ @ |      |
| Palm, Lagos, max. 20% F.F.A., drums .....             | .03¾ @ |      |
| Niger, casks .....                                    | .03¾ @ |      |
| Palm, kernel, tanks .....                             | .02¾ @ |      |
| Peanut, crude, barrels .....                          | .08¾ @ |      |
| Refined, barrels .....                                | .09¾ @ |      |
| Soya beans, max. 2% F.F.A., Midwest mill, tanks ..... | .06½ @ |      |
| Tallow, acidless, barrels .....                       | .07½ @ |      |
| Whale, Crude No. 1, Coast, tanks....                  | .04 @  |      |
| Refined, barrels .....                                | .06¾ @ | .07% |

### Glycerine

|                                    |        |      |
|------------------------------------|--------|------|
| Chemically pure, drums extra ..... | .14 @  | .15½ |
| Dynamite, drums included .....     | .13¾ @ | .14  |
| Saponification, drums .....        | .09¾ @ |      |
| Soap, lye .....                    | .08¾ @ |      |

### Rosin

#### Barrels of 280 pounds

|         |        |            |        |
|---------|--------|------------|--------|
| B ..... | \$5.45 | K .....    | \$5.75 |
| D ..... | 5.50   | M .....    | 5.75   |
| E ..... | 5.55   | N .....    | 5.95   |
| F ..... | 5.62½  | W.G. ....  | 6.25   |
| G ..... | 5.65   | W.W. ....  | 6.75   |
| H ..... | 5.75   | X .....    | 6.75   |
| I ..... | 5.75   | Wood ..... | 4.50   |

### Chemicals

|   |          |       |
|---|----------|-------|
| Acid, muriatic, 18°, 100 pounds.....                                  | \$1.00 @ | 1.60  |
| Sulfuric, 60°, ton .....  | 11.00 @  |       |
| 66°, ton .....  | 15.50 @  |       |
| Borax, crystals, carlot, ton .....                                    | 42.00 @  | 71.00 |
| Cyclohexanol (Hexalin) .....  | .30 @    |       |
| Naphtha, cleaners, tank cars .....                                    | .05 @    | .05½  |
| Potassium, carbonate, 80@85% Hydroxide (Caustic potash) 88@ 92% ..... | .07¼ @   |       |
| Salt, works, ton .....  | 11.50 @  | 14.00 |
| Sodium carbonate (Soda ash) 58% light, 100 pounds .....               | 1.23 @   | 2.37  |
| Hydroxide (Caustic Soda) 76% Solid, 100 pounds .....                  | 2.60 @   | 3.75  |
| Silicate 40°, drums, works, 100 pounds .....                          | .80 @    |       |
| Sulfate, anhydrous .....  | .02¼ @   | .03   |
| Phosphate, tri-basic .....  | .02½ @   | .03   |
| Zinc oxide .....  | .05¼ @   |       |

## Canadian News and Notes

(Continued from page 427)

and of the departure of Mr. and Mrs. Kennedy for Europe were shown by George Kaestner.

At the close of the meeting Mr. Carmichael was given a send-off, the news being given out that he was leaving for England to look after the interests of Gordon-Gordon in that country for a month or so. He will return to Canada about December 1.

### Pond's Offering New Advertisements

A new series of advertisements is being launched featuring Pond's cold cream, liquifying cream, and vanishing cream. Free display material is being supplied to dealers linking up with this nation-wide campaign.

### Lever Asks Price Maintenance

The drug trade has been requested by Lever Bros. not to offer or advertise "Vinolia Castile Soap" lower than eight for 25c in the small size. A letter has gone out to the trade which reads in part: "This will advise you that we are offering a new packet consisting of twelve cartons each containing eight cakes. The retail price of eight cakes for 25c is prominently displayed on the carton. We recommend you order a supply of this new packet immediately from your wholesaler."

### Pollard Organizes Sales Company

Malcolm C. Pollard is president of the Pollard Sales Service, a newly formed manufacturers agency at 504 Church street, Toronto. The firm will engage in the marketing of toiletries, sundries, chemicals, drugs and pharmaceutical products. Mr. Pollard is one of the best known drug men in Canada and has recently organized several companies with a capitalization of approximately \$300,000. A policy of strict price protection has been adopted and service and co-operation will be the watch words.

### United Drug Holding Rexall School

A Rexall Beauty School is now under way in Toronto over Liggett's store at 224 Yonge street. The store is operated from nine to five daily, nine to twelve on Saturdays, and any clerks in any Rexall stores are eligible to attend. The principal is Mrs. Phyllis L. Browne, O.C.P. graduate. On the instructional staff are J. W. McCoubrey, president of the United Drug Co., and Lewis K. Liggett Co., vice-president John R. Kennedy and merchandising manager "Waldy" Wald-ruff. Training is given in the use of toilet preparations, the handling of customers, and practical selling, etc.

### Norda, Ltd., in Larger Quarters

Norda, Ltd., Canadian office of the Norda Essential Oil & Chemical Co., Inc., New York, has taken new and more spacious quarters in the Wilson building, 60 Front street, West, Toronto. This move to the heart of the business district, which will be completed by November 1, is due to the growth of the company's business. Edward Stange is manager of Norda, Ltd.

## Pure Food and Drug Notes

In this department will be found matters of interest contained in FEDERAL AND STATE official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc. It is advisable also to look at our WASHINGTON CORRESPONDENCE, and other departments for further information.

Among the notices of judgment given under the Federal Food & Drugs Act, Nos. 20551 to 20875, inclusive, sent out recently by the United States Department of Agriculture, Washington, there were the following cases of misbranding: No. 20552, adulteration and misbranding of "Lav-O-Din"; No. 20556, misbranding of "Vapex"; No. 20782, misbranding of lemon flavor and vanilla extract; and No. 20849, adulteration and misbranding of vanilla extract.

Among the notices of judgment given under the Federal Food & Drugs Act, Nos. 20876 to 20950, inclusive, were the following cases: No. 20876, adulteration and misbranding of "Lav-O-Din"; No. 20878, misbranding of "I-den-tine," "Dr. Wayne's" and "Orient" dental creams; No. 20888, adulteration and misbranding of "Frigidine" tooth paste; No. 20902, adulteration and misbranding of fluidextract of ginger; and No. 20910, misbranding of "Dunlop" pyorrhea paste.

Among the notices of judgment given under the Federal Food & Drugs Act, Nos. 21001 to 21175, inclusive, were the following cases: No. 21001, misbranding of strawberry extract; No. 21019, adulteration and misbranding of cherry and grape extracts; No. 21123, adulteration and misbranding of vanilla flavor.

Among the notices of judgment given under the Federal Food & Drugs Act, Nos. 21251 to 21500, inclusive, were the following cases: No. 21368, adulteration and misbranding of vanilla flavor; No. 21465, adulteration and misbranding of imitation lemon.

Among the notices of judgment given under the Federal Food & Drugs Act, Nos. 21176 to 21250, inclusive, were the following cases: No. 21176, misbranding of sodium perborate; No. 21203, adulteration and misbranding of "Mayo's" dentifrice; No. 21221, adulteration and misbranding of "Regum" mouth paste; No. 21244, adulteration and misbranding of oil of lavender; No. 21247, misbranding of "Dr. E. A. Welters Wonderful" tooth powder.

### Argentine Cosmetic Industry Grows

The domestic cosmetic industry in Argentina has made rapid strides. It is now estimated that 85 per cent of all cosmetics used in Argentina are of domestic production. In Buenos Aires alone there are more than 40 factories producing a great variety of cosmetics, perfumes, and toilet articles, many of which are of good quality, and sell at prices 25 to 50 per cent less than the imported articles. A number of the better known American and European manufacturers of cosmetic and toilet articles have local manufacturing facilities, and thus are able to compete in price with the domestic article, in addition to having the advantage of long-advertised and well known trade names.



## Important Face Powder Factors

(Continued from page 405)

must be indulged in freely, then their warmth should be reduced with the relatively harsh synthetics.

Crystalline odorous substances, other than musk ambrette, have a place in the compound and tend to lengthen its life in powders. Solvents, such as the phthalates, in amount approximating one-half the weight of the oil are helpful in keeping it moist and thus adding to the life of the odor in the powder.

### Manufacturing

There are three or four methods of manufacturing face powder, each of which has its advocates and its advantages and disadvantages. All of these will not be discussed at length in this article. Subsequent articles will take them up in greater detail. At least one method includes a grinding or hammer mill action. It would appear however that the grinding operation had best be done by the manufacturers of the various ingredients. The ingredients can all be purchased in fine enough state of subdivision for immediate use. The lakes and pigments can be pot milled into a part of the talc, while the perfume oil can be rubbed up in another part of the talc or magnesium carbonate if must be in the same machine. Mixing in a suitable mixer and subsequent sifting through bolting cloth, often repeated several times, completes the operation. The first package and the last one manufactured in this manner have been repeatedly analyzed and found to run quite uniform in color, odor and composition.

### Packaging

Discussion of the packaging operation falls without the scope of this article. A few remarks on the package itself will be indulged in however. The package may be dust tight yet be a veritable sieve. That is to say the drum and the heavy card board box even though varnished, when tested in a porosity device, will pass air at the rate of 70 to 120 cc. per three inch circle per minute. This is an added and frequently overlooked reason for avoiding any ingredients with an affinity for moisture such as kaolin, and for effectively fixing the perfume to retard volatilization.

Why put a costly window in the drum so that the potential user can pass on the desirability of the shade then seal the cover on with the shade sticker or otherwise? If the retailer lets milady peek at the shade and it does not please he has a broken package on his hands.

A good formula well scented, properly tinted and attractively packaged is imperative to successfully retain or in the case of a new face powder win and hold its place under the sun through intelligent intensive and extensive merchandising.

### Czechs Import Bulk of Toiletries

There are said to be about 25 factories in Czechoslovakia manufacturing cosmetics, although the greater part of the production is confined to soaps, oils, and, to a certain extent, perfumes. The better quality cosmetics are practically all imported, the chief sources of supply being France, Great Britain, the United States, and Germany. (Consul General Frank C. Lee, Prague.)

## Glycerine Production Shows Increase

Larger domestic production and heavier imports of glycerine since the beginning of 1934 reflect increased activity among the numerous industries in the United States which use this material, according to C. C. Concannon, chief of the Commerce Department's Chemical Division.

Production of all grades of glycerine during the first half of 1934 increased almost 50 per cent to 143,000,000 pounds compared with the corresponding period of last year and represents the first general increase in recent years. Glycerine of 80 per cent basis, ranked first in production and increased 55 per cent to 79,000,000 pounds and was followed by "chemically pure" glycerine which increased 77 per cent to 41,000,000 pounds, and grades used chiefly in the manufacture of industrial and other explosives which increased 32 per cent to 23,000,000 pounds compared with the corresponding period of 1933.

Notwithstanding this large gain in production United States, imports of crude glycerine during the first eight months of 1934 increased 133 per cent to approximately 11,000,000 pounds, valued at \$728,600, compared with the corresponding 1933 period, Mr. Concannon stated. Imports of refined glycerine declined 40 per cent in quantity to 1,409,500 pounds, but the value advanced slightly to \$132,750.

Glycerine, a by-product of soap manufacturing, has wide use in industry, particularly in explosives, medicinal, and cosmetic fields. Large quantities are also used in anti-freeze solutions, inks, liquid soaps, and the manufacture of plastics, tobacco, and a score of other products. The last census of manufactures shows a total of 48 plants producing glycerine in the United States, 38 of which are east of the Mississippi river. Ohio leads with 9 plants followed by New Jersey and New York with 6 each, California and Massachusetts with 5 each, and the States of Illinois and Pennsylvania with 3 each.

### Germany Takes Norwegian Whale Oil

After negotiations extending over six weeks, the Norwegian whaling companies and the German Ministry for Foodstuffs have reached an agreement for the sale of 150,000 tons of whale oil at a price of approximately \$50 per ton. A clearing agreement for the payment is now being settled, and representatives of the foreign department of the Bank of Norway have been sent to Berlin for that purpose. As a result of the sale, the total Norwegian whaling fleet is fitting out for the catch this season.

### Cuba Imports Fewer Toiletries

Imports of perfumes and toilet preparations into Cuba during 1933 were valued at \$258,797, as against total imports of \$403,393 in 1932. Department of Commerce statistics show, however, that the United States maintained its proportionate share of this business, despite the falling off in dollar figures. Imports from this country last year totaled \$99,532, or 34.6 per cent of all imports, comparing with 1932 imports from the United States amounting to \$138,515, or 34.3 per cent of the total in that year.



